

NEWS BRIEFS

## Valentino, Chopard, Ferragamo, travel and Rolls-Royce – Live news

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*Rihanna modeling the Rihanna Loves Chopard jewelry collection*

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By STAFF REPORTS

Luxury Daily's live news from April 7:

[Rolls-Royce explores drive for perfection in craftsmanship story](#)

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British automaker Rolls-Royce is inviting consumers into its home to highlight the hands that collaborate to build its bespoke vehicles.

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[Chopard links with Rihanna for "urban chic" jewelry lines](#)

Swiss jeweler Chopard is the latest luxury brand to align itself with Rihanna, tapping the pop star's aesthetic for co-designed collections.

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[Tax refunds offer excuse to upgrade travel plans](#)

With the average United States taxpayer apt to receive thousands of dollars back from the Internal Revenue Service this year, Travel Leaders Group expects many of them to splurge on luxury getaways.

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[YNAP teams with Valentino to build frictionless omnichannel ecosystem](#)

Yoox Net-A-Porter Group is working with Valentino to give shoppers equal access to the brand's fashions, regardless of channel.

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[SeeMe blends beauty, meaning in jewelry with a heart](#)

MUSCAT, Oman Conscientious consumers are a niche market that luxury is largely ignoring, according to the

founder of fair trade jewelry label SeeMe.

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History and tradition are the backbone of luxury: Amrapali exec

MUSCAT, Oman With the constantly growing demand for more luxury goods, Amrapali Jewels is presenting itself as a case for emphasizing care and craftsmanship over efficiency and speed.

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Social media has shifted how Ferragamo accomplishes product design

MUSCAT, Oman Ferragamo's design director of women's footwear revealed how drastic an impact social media has had on trends in the fashion world, claiming that the brand has shifted beyond designing for specific markets.

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