

NEWS BRIEFS

Audi, Moda Operandi, Herms, Dom Prignon, Galeries Lafayette and Rolls-Royce – Live news

June 2, 2017



Galeries Lafayette operates 61 stores, including its Paris flagship on Boulevard Haussmann; Image credit: Galeries Lafayette

By STAFF REPORTS

Luxury Daily's live news from June 1:

[The Thermal Club launches new experiences to attract thrill seekers](#)

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Private club for auto enthusiasts The Thermal Club is looking to continue enticing adventure seekers, whose short attention spans can be hard to capture, with special on-site endeavors supported by interactive online elements.

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[Audi brings automated driving to real-world environment](#)

German automaker Audi will be testing its autonomous driving capabilities on the streets of New York.

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[Moda Operandi launches dedicated trunk show for designer jewelry](#)

Online retailer Moda Operandi is presenting jewelry collections in the spirit of runway fashion via a salon at the Couture Show June 2-8.

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[Herms' Himalaya Niloticus Birkin sold at auction for \\$379K](#)

French leather goods maker Herms' Himalaya Niloticus crocodile diamond Birkin has done it again, setting a new world record for a handbag sold at auction.

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[Dom Prignon pops bottles as The Byblos Htel turns 50](#)

LVMH-owned Champagne house Dom Prignon is embracing the French Riviera's nightlife culture through five limited-edition bottles

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[Galeries Lafayette strengthens global positioning with Turkish flagship](#)

French department store chain Galeries Lafayette is upping its global presence with a new bricks-and-mortar location in Istanbul.

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[Rolls-Royce's one-off Sweptail is the haute couture of auto design](#)

British automaker Rolls-Royce Motor Car's latest bespoke commission is reportedly the brand's most-expensive vehicle to-date.

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