

NEWS BRIEFS

Data, Farfetch, Ritz-Carlton, Christian Dior, Loewe, Swiss watch exports and Burberry – Live news

June 23, 2017



Oliver Sonne for Loewe summer 2018. Image courtesy of Loewe

By STAFF REPORTS

Luxury Daily's live news from June 22:

[Drive personal experiences for consumers through data, segmentation: West exec](#)

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NEW YORK Many marketers are missing the potential of tapping data to personalize the customer experience and in turn drive revenue, according to a senior executive from West.

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[Farfetch, JD.com enter strategic partnership in China](#)

Chinese consumers will now have better access to online retailer Farfetch's curated offerings thanks to a \$397 million investment from Chinese ecommerce marketplace JD.com.

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[Ritz-Carlton launches maritime hospitality in debut yacht collection](#)

The Ritz-Carlton Hotel Company is setting sail to bring its brand of hospitality to destinations around the world via a custom-built yacht.

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[Christian Dior's contributions to fashion explored in 2-part documentary](#)

The life and career of French fashion designer Christian Dior is the subject of a new documentary set to air on French-language channel TV5Monde USA June 30.

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[Loewe ends wait time between 2018 collection runway, adverts](#)

Spanish fashion house Loewe is giving consumers a glimpse into the brand's future by promoting summer 2018 a year in advance.

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[Swiss watches continue upward performance, rising 9pc in May](#)

According to the Federation of the Swiss Watch Industry's monthly temperature check, Swiss watchmakers saw strong growth for May 2017.

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[Burberry gifts \\$3.8M to Royal College of Art to spur materials science innovation](#)

British fashion house Burberry has established a materials research group as part of its new five-year responsibility agenda.

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