

NEWS BRIEFS

BMW, Kering, Moda Operandi, Aston Martin, LVMH, Tiffany and La Rinascente – Live news

July 27, 2017



Retailers are adapting to changing consumer behavior and values. Image credit: Moda Operandi

By STAFF REPORTS

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[BMW paints a picture of the future with Frieze London](#)

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German automaker BMW is turning to artists for a new perspective on technological innovation and an imaginative look at the auto industry.

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[Kering continues textile-focused innovation accelerator](#)

Luxury goods group Kering has announced that the success of its inaugural batch of startups for the "Plug and Play - Fashion for Good" accelerator has led to a second edition.

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[Moda Operandi's strong Q2 performance to spur technological growth](#)

Online retailer Moda Operandi saw second-quarter sales grow by 70 percent, driven by both its trunkshow and boutique business models.

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[Aston Martin brings Art of Living to California's coast](#)

British automaker Aston Martin is invading Carmel-by-the-Sea, CA with an event series that takes a casual approach to building awareness.

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[LVMH revenues surge 15pc thanks to fashion, leather goods category](#)

Luxury goods conglomerate Mot Hennessy Louis Vuitton saw its organic sales increase by 12 percent during the first half of 2017.

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[Reed Krakoff debuts first creative campaign for Tiffany](#)

U.S. jeweler Tiffany & Co. is celebrating self-expression and individuality in its personality-driven campaign for fall 2017.

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[La Rinascente side-steps ecommerce with WhatsApp shopping service](#)

Italian department store La Rinascente is the latest retailer to leverage Chinese social messaging platform WhatsApp as a vehicle for personalized customer service.

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