

NEWS BRIEFS

## Loewe, Farfetch, Swarovski, Vertu, Wheels Up, The Dalmore and Range Rover – Live news

August 11, 2017



*Loewe's Barcelona handbag sale will be its first Chinese ecommerce venture. Image credit: Loewe*

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By STAFF REPORTS

Luxury Daily's live news from Aug. 10:

[Vertu's assets auctioned in liquidation sale](#)

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As British mobile phone maker Vertu ceases production, the remaining contents of its manufacturing arm are being auctioned off.

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[Wheels Up sees soaring demand for Nashville aviation](#)

Private aviator Wheels Up is responding to increasing demand from the Nashville market with an expanded presence in the Tennessee city.

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[Swarovski backs future fashion talent with \\$389K pledge](#)

Precision-cut crystal maker Swarovski is ensuring that the next generations of fashion designers have the means to study with a donation to the British Fashion Council's Education Foundation.

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[The Dalmore sells \\$1.3K bottles in limited retail release](#)

Distillery The Dalmore is taking its 25-year-old single malt Scotch whisky beyond bars and restaurants with expanded distribution.

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### [Loewe enters Chinese ecommerce through Alibaba flash sale](#)

LVMH-owned apparel and accessories house Loewe is partnering with ecommerce giant Alibaba to make its online retail debut in China.

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### [Farfetch taps Yasmin Sewell for new style-focused role](#)

Online retailer Farfetch has hired former Style.com fashion director Yasmin Sewell as its vice president of style and creative.

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### [Range Rover celebrates Velar design in new Web series](#)

British automaker Land Rover has released a series of short digital videos detailing the reaction from prominent designers to the design of its new Range Rover Velar model.

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