

NEWS BRIEFS

Baume & Mercier, Nordstrom, Fairmont, Dior, Jaguar, Trump and Pacific Union – Live news

August 14, 2017



Baume & Mercier's Clifton Club Shelby Cobra Daytona Coupe. Image credit: Baume & Mercier

By STAFF REPORTS

Luxury Daily's live news from Aug. 11:

[Dior boosts social presence for scent in dedicated Instagram](#)

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French couture house Christian Dior is expanding its Instagram footprint further with the creation of a perfume-centric account.

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[Fairmont The Palm casts Santa from social media](#)

As the holiday season approaches, Fairmont The Palm in Dubai, United Arab Emirates is turning its search to fill a key personnel opening into a contest.

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[California real estate continues consolidation with Partners Trust, Pacific Union merger](#)

California-based real estate firms Pacific Union International and Partners Trust are planning a merger that will make them the largest independent luxury brokerage in the state.

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[Baume & Mercier teams with Mr Porter for curated ecommerce](#)

Swiss watchmaker Baume & Mercier is generating attention for its timepieces among the style-conscious customers of online menswear retailer Mr Porter.

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[Nordstrom improves full-year outlook in response to Q2 results](#)

Retail group Nordstrom saw net sales growth of 3.5 percent in the second quarter of fiscal year 2017, leading the company to increase its financial projections for the year.

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[Trump Hotels looks behind-the-scenes to reveal company's heart](#)

U.S. hospitality brand Trump Hotels demonstrates how it never settles in creating the best travel experience with a look behind-the-scenes.

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[Jaguar saves citizens from Boring and Dull with the F-Type](#)

British automaker Jaguar is taking a trip to two towns, Dull, Scotland and Boring, OR to bring some excitement with its latest vehicles.

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