

NEWS BRIEFS

## Interactive elements, Chanel, Ulysse Nardin, Swarovski, Herms, McLaren and Goyard – Live news

August 18, 2017



*Nike and Swarovski teamed for Crystal Fabric Air Max 97 XLs. Image credit: Nike*

By STAFF REPORTS

Luxury Daily's live news from Aug. 17:

[Tiffany, Sotheby's wield interactive elements and see results](#)

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While many luxury marketers have chosen to sidestep the growing demand of digital, Tiffany & Co., Sotheby's and XOJet are brands that have stayed on top by introducing interactive technology-focused efforts.

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[Chanel vacations among the jet-set in Capri](#)

French atelier Chanel is spending its summer in Capri, Italy with the brand's latest Gabrielle handbag in tow.

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[Ulysse Nardin eyes innovation with CEO hire](#)

Kering-owned Swiss watchmaker Ulysse Nardin has announced Patrick Pruniaux as its new CEO.

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[Nike Air Max 97 sneakers glimmer with 55K Swarovski crystals](#)

Precision-cut crystal maker Swarovski is expressing its textile innovations through a partnership with athletic wear brand Nike.

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[Herms targets millennials in latest fragrance launch](#)

French apparel and accessories maker Herms is putting a contemporary spin on its fragrance offerings with the

release of a youthful scent.

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[McLaren builds family relationships with Step2 collaboration](#)

McLaren Automotive is introducing its signature orange-colored automobiles to a young audience by way of a toy manufacturer.

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[Goyard brings Old World charm to Rodeo Drive's glamour](#)

French leather goods maker Goyard will open its first standalone boutique in Beverly Hills, CA on Aug. 18.

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