

NEWS BRIEFS

## Automakers, loyalty programs, Este Lauder, Dries Van Noten, Yves Delorme, Chopard and Peninsula – Live news

August 21, 2017



*Lipstick was a popular product for Q4 and FY 2017. Image credit: Este Lauder*

By STAFF REPORTS

Luxury Daily's live news from Aug. 18:

[Rolls-Royce, Lamborghini, Bentley among rare automobiles at 2017 Salon Priv Concours](#)

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British luxury and supercar show Salon Priv is bringing together important luxury and rare vehicles from history to compete at its Chubb Insurance Concours d'Elgance event.

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[Communication from brands is key for loyalty programs: L2](#)

Brands must tap unconventional methods and various platforms to better promote their loyalty programs, according to a new report from L2.

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[Este Lauder's recent acquisitions result in strong 2017 financial performance](#)

Beauty conglomerate Este Lauder Cos. expects its momentum to continue in 2018, after reporting full-year net sales that increased by 5 percent in fiscal year 2017.

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[Dries Van Noten shares thoughts on 100 fashion shows, collections](#)

Belgian fashion designer Dries Van Noten is recounting more than 20 years of creations in two new retrospective tomes.

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### [Yves Delorme to auction bespoke bedding for breast cancer awareness](#)

French linen maker Yves Delorme is raising funds to support breast cancer research this coming October when any blush pink-colored item is purchased.

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### [Chopard links with JD.com for first Chinese ecommerce venture](#)

Swiss jeweler Chopard is the latest luxury player to open an online store on Chinese ecommerce site JD.com.

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### [Peninsula Hong Kong turns Van Cleef & Arpels' inspirations into tea-sized treats](#)

The Peninsula Hotel Hong Kong is celebrating a four decade-long relationship with French jeweler Van Cleef & Arpels through a co-presented afternoon tea service.

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