

NEWS BRIEFS

Dior, Nordstrom, Louis Vuitton, Silversea, BMW and content – Live news

August 28, 2017



Installation view of "The House of Dior: Seventy Years of Haute Couture" at NGV International. Image credit: National Gallery of Victoria, photo by Sean Fennessy

By STAFF REPORTS

Luxury Daily's live news from Aug. 25:

[Louis Vuitton spreads geographic focus in Brazil via pop-ups](#)

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French apparel and accessories label Louis Vuitton is temporarily expanding its retail presence in Brazil through two concurrent pop-ups.

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[Dior commemorates 70-year milestone in Melbourne retrospective](#)

French couture house Christian Dior is looking back on seven decades worth of design in a retrospective at the National Gallery of Victoria in Melbourne.

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[Silversea brings photographer on board for visual storytelling](#)

Monaco-based Silversea Cruises is documenting its fleet and the remote destinations they will travel to by commissioning an artist who has a similar global background.

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[BMW weaves omnichannel feature into online shop](#)

Automaker BMW Group UK is making it easier for its enthusiasts to get the accessories and parts they desire by launching a new ecommerce platform.

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[Nordstrom bridges mobile, bricks-and-mortar through try-on service](#)

Department store chain Nordstrom is creating a link between digital browsing and the in-store shopping experience with the expansion of an omnichannel service.

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Most online retailers value rich content, but are not producing enough of it

A majority of online retailers believe that rich content, such as lookbooks and buying guides, are a priority, but a new report finds most of those same retailers are underperforming in the production of this types of content.

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