

NEWS BRIEFS

## Day's wrap: Chaumet, Mercedes, Tiffany, Moschino and Woolworth Building

September 22, 2017



*Moschino teamed with Hasbro's My Little Pony for spring/summer 2018. Image credit: Moschino*

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By STAFF REPORTS

Luxury Daily's live news from Sept. 22:

[Chaumet video series dives into collection inspirations](#)

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French jeweler Chaumet is celebrating the inspirations behind the "Liens Sduction" with a multipart video series chronicling the aesthetic and emotional motivations of the collection's pieces.

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[Mercedes-Benz heavily innovates, integrates digital for Concept EQA](#)

German automaker Mercedes-Benz's first all-electric concept vehicle relies on digital to innovate in luxury, fuel and even marketing.

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[Tiffany names former Ralph Lauren exec chairman of its board](#)

Tiffany & Co. has elected Roger Farah as the new chairman of the U.S. jeweler's board of directors.

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[Moschino plays to millennial sentiment with My Little Pony capsule](#)

Italian fashion house Moschino is continuing its nostalgia-inspired collaborations to include an apparel and accessories capsule with Hasbro, Inc.'s My Little Pony.

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[The Woolworth Building's penthouse hits market for \\$110M](#)

The Woolworth Building's penthouse has hit the market, making the private residence the most expensive home for sale in New York.

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