

NEWS BRIEFS

Schiaparelli, YSL Beauty, Selfridges, Chanel, Four Seasons and Kering – Live news

October 27, 2017



Elsa Schiaparelli with Salvador Dalí. Image credit: Schiaparelli

By STAFF REPORTS

Luxury Daily's live news from Oct. 26:

[Brands failing to leverage mobile's full potential: L2](#)

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While the vast majority of brands adapt desktop Web content for their mobile sites, only a small minority actually make use of unique mobile features such as application-linking or 360-degree product viewing.

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[Schiaparelli's surrealist influences explored at Salvador Dalí museum](#)

The creative relationship between French couturier Elsa Schiaparelli and surrealist Salvador Dalí is the subject of a new exhibition at The Dalí Museum in St. Petersburg, FL.

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[YSL Beauty brings "make it yours" retail experience to SoHo](#)

France's YSL Beauty is embracing cosmetics' customization trend with its first pop-up shop in New York open from Oct. 27 through Dec. 31.

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[Selfridges' creative ambitions result in record financial year](#)

British retailer Selfridges has announced record results for the fiscal year ending Jan. 28, 2017, with sales reaching 1.6 billion pounds, or \$2.1 billion at current exchange rates.

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[Chanel bids farewell to Colette with expansive pop-up](#)

French atelier Chanel is continuing its collaborative efforts with music producer Pharrell Williams to include a customized sneaker available exclusively at Parisian retailer Colette.

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Four Seasons launches chatbot with a human touch

Four Seasons Hotels and Resorts is digitizing the art of conversation with the introduction of an instant message chat service.

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Kering among 5pc of global companies to receive CDP A-grade

French luxury goods conglomerate Kering has been recognized as a climate change leader by CDP's annual "Climate A List" ranking.

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