

NEWS BRIEFS

Day's wrap: Azzedine Alaa, Omega, Kering, Porsche and Bulgari

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Omega is sailing into ecommerce. Image credit: Omega

By STAFF REPORTS

Luxury Daily's live news from Nov. 20:

[Porsche leverages AR to speed vehicle servicing](#)

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German automaker Porsche's U.S. importer is using augmented reality to aid remote assistance for its service technicians.

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[Omega picks US market for ecommerce debut](#)

Swiss watchmaker Omega has launched its first online retail platform, indicative of the watch sector's growing embrace of ecommerce.

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[Kering enlists male ambassadors to combat violence against women](#)

Conglomerate Kering's annual White Ribbon effort tackling violence against women is turning its attention to Generations Y and Z with an influencer-led initiative.

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[Azzedine Alaa dies at 77](#)

Tunisian-born fashion designer Azzedine Alaa, founder of the eponymous Richemont-owned label, has died.

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[Bulgari encourages wishful thinking this holiday](#)

Italian jeweler Bulgari is looking to the stars for a holiday campaign that sparks hope and light.

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