

NEWS BRIEFS

Day's wrap: Dunhill, Childrensalon, Maserati, Van Cleef & Arpels, Gucci and Calvin Klein

November 28, 2017



Calvin Klein 205W39NYC spring 2018 included Andy Warhol screen prints. Image credit: Calvin Klein

By STAFF REPORTS

Luxury Daily's live news from Nov. 28:

[Retail Store Tours shines spotlight on emotional experiences](#)

In the current retail environment, stores are being elevated above the transactional to deliver experiences to consumers.

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[Dunhill hires to strengthen retail in North America, Middle East](#)

British menswear brand Alfred Dunhill is planning to expand its retail footprint in the North American and Middle Eastern markets.

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[Childrensalon deploys shopping app for cross-channel ecommerce](#)

Children's apparel retailer Childrensalon is ensuring a seamless consumer journey with the launch of an iOS mobile application.

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[Maserati supports end-to-end consumer journey, names global experiential agency](#)

Italian automaker Maserati is reimagining its customer experience strategy to boost sales and brand equity around the world.

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[Van Cleef & Arpels pairs with fashion design for Dover Street Market exclusive](#)

French jeweler Van Cleef & Arpels was selected by Gaspard Yurkievich to accessorize three dresses he designed exclusively for Dover Street Market.

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[Gucci Research Lab to focus on company culture as performance catalyst](#)

Kering-owned fashion house Gucci has announced a three-year applied research partnership with Milan's Bocconi University.

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[Calvin Klein given unparalleled access to Andy Warhol's art through 2020](#)

U.S. fashion label Calvin Klein has been granted unprecedented access to Andy Warhol's archives through a multi-year partnership with the late artist's foundation.

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