

NEWS BRIEFS

Selfridges, Graff, Hearst, Mandarin Oriental and Porsche – Live news

December 27, 2017



The Meya Prosperity diamond weighs 476 carats. Image credit: Graff

By STAFF REPORTS

Luxury Daily's live news from Dec. 26:

[Hearst Magazines banks on "print proud and digitally smart" strategy](#)

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Media group Hearst is preparing for further changes to the media landscape in the coming years, looking at the upheaval in 2017 as just the beginning.

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[Mandarin Oriental unveils plans for second London property](#)

Mandarin Oriental Hotel Group is expanding its footprint in London with the upcoming opening of a hotel and branded residences in the city's Mayfair district.

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[Selfridges' sale kickoff sees high volumes of full-price goods](#)

British department store chain Selfridges' winter sale is moving more than just discounted merchandise.

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[Graff acquires 476-carat diamond](#)

British jeweler Graff Diamonds is furthering its strategy to acquire significant stones with the purchase of the fifth largest diamond found in Sierra Leone.

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[Porsche, Rolling Stone release rock-oriented light show for E-performance models](#)

German automaker Porsche's latest campaign sees it partnering with two unlikely candidates, Rolling Stone magazine and rock guitarist Dave Navarro for an electric vehicle promotion.

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