

NEWS BRIEFS

Day's wrap: Dior, Nordstrom, BMW, Thermador and Maserati

January 2, 2018



Dior's spring/summer 2018 campaign. Image credit: Dior

By STAFF REPORTS

Luxury Daily's live news from Jan. 2:

[Dior casts model-artist for painterly spring ads](#)

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French fashion house Christian Dior is drawing attention toward its spring/summer 2018 collection with an artistic campaign.

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[Thermador provides interior inspiration via showcase homes](#)

Appliance maker Thermador is highlighting its innovations and designs as a sponsor of two showcase homes at the International Builders Show in Orlando, FL.

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[Maserati recalls 1.4K cars for potential fuel leakage](#)

Italian automaker Maserati is recalling its 2018 Ghibli and Quattroporte models in North America after discovering a potential fire hazard in the cars.

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[Nordstrom takes playful approach for recruitment campaign](#)

Department store chain Nordstrom is heralding the start of the hiring process for its first full-line New York store with a multichannel effort.

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[BMW, Alibaba team to bring vehicles closer to AI](#)

German automaker BMW is developing new ways to control vehicle services in China by tapping Alibaba's Internet

of Things (IoT) division.

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