

NEWS BRIEFS

Nordstrom, Neiman Marcus, Flneur Hospitality and Daimler – News briefs

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Image from Nordstrom's fall 2017 campaign. Image courtesy of Nordstrom

By STAFF REPORTS

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Today in luxury:

[Nordstrom's biggest bet ever](#)

In a rented warehouse in the Seattle suburbs, Nordstrom Inc. executives have built a life-size mock-up of each floor of their latest men's department store. It is furnished with a blend of actual shelving and dummy plywood tables, creating a surreal retail theater 45 minutes from Nordstrom's downtown headquarters. The real thing is set to open in New York City in April, on Broadway between 57th and 58th streets, per the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)

[Whispers of talks between Hudson's Bay and Neiman Marcus](#)

The on-again, off-again romance between Neiman Marcus and Saks Fifth Avenue could be back on again, reports Women's Wear Daily.

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[This new luxury hotel company wants you to leave your smartphone in your pocket](#)

Does the world really need a new hotel brand? What about more curated experiences? While the answer to both questions is probably no, the founder of Flneur Hospitality disagrees, says Forbes.

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[En route to alliance, Daimler buys Europcar out of car-sharing venture](#)

German carmaker Daimler will buy Europcar's 25 percent stake in car-sharing service Car2Go for 70 million euros

(\$85 million), the two companies said on Thursday, paving the way for Mercedes and BMW to develop driverless taxis, according to Reuters.

[Click here to read the entire article on Reuters](#)

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