

NEWS BRIEFS

## Day's wrap: CFDA, Shangri-La, Omega, Preferred Hotels, Crystal and Secoo

March 2, 2018



*Shangri-La spas will make use of Book4Time's new digital tools. Image credit: Shangri-La*

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By STAFF REPORTS

Luxury Daily's live news from March 2:

**CFDA awards grant to 7 New York fashion manufacturers**

The Council of Fashion Designers of America has partnered with the city of New York to give grants to a number of local fashion production and manufacturing facilities.

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**Shangri-La integrates digital, mobile tools into global spa program**

Shangri-La Hotels and Resorts has selected Book4Time as the exclusive provider of spa software throughout its more than 100 hotels.

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**Secoo targets female luxury consumers in China with Goddess Festival**

China's largest premium ecommerce platform Secoo is hosting a new retail festival with the Parkson Retail Group focused on targeting female consumers of luxury in China.

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**Crystal introduces multipurpose digital interface to cruise passenger cabins**

Luxury cruise line Crystal is working with tech startup MCOMS to introduce the MCOMS HOTstream solution to its cruise passengers.

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**Preferred Hotels appoints three new hires in crucial 50th year**

Luxury hotel group Preferred Hotels & Resorts is shaking up its leadership structure with the appointment of three new women to executive roles ahead of the company's 50-year anniversary.

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Omega sells straps only at pop-up boutique

Swiss watchmaker Omega is encouraging consumers to mix and match in a pop-up shop devoted to accessorizing its timepieces.

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