

NEWS BRIEFS

CFDA, Shangri-La, Omega, Preferred Hotels, Crystal and Secoo – Live news

March 5, 2018



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

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.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

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

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.

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

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.

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

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.

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

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.

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

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.

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

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.