

NEWS BRIEFS

Richemont, Aquazzura, Cunard, Kering, Bulgari and Yves Delorme – Live news

March 14, 2018



Image from Lancel's Escapade campaign. Image credit: Lancel.

By STAFF REPORTS

Luxury Daily's live news from March 13:

[Richemont looks to sell off problematic label to streamline business](#)

Luxury goods conglomerate Richemont is hoping to improve profits by dropping an under performing brand.

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[Aquazzura brings its localized store model to new markets](#)

Italian footwear label Aquazzura has its sights set on competing with other massive global footwear labels such as Michael Kors' Jimmy Choo with its new expansion plan.

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[Cunard brings guests closer to their ancestors](#)

Cruise line Cunard is going back into its history to give guests interested in their ancestries a special opportunity, catering to the experience-driven traveler.

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[Kering Eyewear debuts online flagship in China](#)

Kering Eyewear is hoping to capture the Asian market with a new ecommerce partnership.

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[Bulgari caters to fragrance fans in new Instagram](#)

As beauty niches on social media become more prolific with brands, Bulgari has launched its own dedicated fragrance account on Instagram.

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[Yves Delorme gives bedding couture treatment with Adam Lippes](#)

French linen maker Yves Delorme is linking with designer Adam Lippes to launch a collection that draws on its customization capabilities.

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