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NEWS BRIEFS

Day's wrap: Porsche, L'Oreal, Tiffany, Nina Ricci, Mercedes and Tamara Mellon

March 16, 2018



A general exterior view of the Mercedes-Benz USA headquarters on March 9, 2018, in Atlanta. Image credit: Abell Images for MBUSA.

By STAFF REPORTS

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Luxury Daily's live news from March 16:



Porsche's humorous side surprises fans in more ways than one

German automaker Porsche is showing off the performance power and luxury interior of its Panamera through a pranking stunt that turns the tables on its subjects.

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L'Oreal boosts digital efforts with latest acquisition

Personal care conglomerate L'Oreal is shaking things up in the beauty sector with its acquisition of ModiFace, a tech developer that powers many brands' AR platforms.

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Tiffany's Q4 net earnings see drop from US tax cuts

While jeweler Tiffany & Co.'s global net sales grew 4 percent in the 2017 fiscal year, the company missed its expectations.

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Nina Ricci management sees more change with new general manager

French fashion brand Nina Ricci has announced its newest general manager, marking further changes to its top administration.

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Mercedes unveils its headquarters in Atlanta

German automaker Mercedes-Benz has unveiled its new headquarters location that embodies its luxury persona.

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Tamara Mellon hires communications exec from Marc Jacobs

U.S. footwear brand Tamara Mellon is looking to boost its communication efforts with its customers through a new position.

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