

NEWS BRIEFS

Luxury helicopters, Waldorf Astoria, Swarovski and Swiss watches – News briefs

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Karlie Kloss for Swarovski's Brilliant Inspiration campaign. Image credit: Swarovski

By STAFF REPORTS

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[How uber-luxury private helicopters are taking off](#)

Luxury private jets are one thing, but the real movers and shakers in the VIP world demand cutting-edge, customized helicopters, says CNN.

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[Anbang's plans for Waldorf Astoria call for fewer luxury condos](#)

It's official: Anbang Insurance Group Co. has filed a plan for the luxury condos it is developing at Manhattan's Waldorf Astoria, and it calls for fewer apartments than the company initially aimed for, according to Bloomberg.

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[As Atelier Swarovski turns 10, Nadja Swarovski maps out the vision for its future](#)

To mark its 10-year milestone, the company is launching a new book, sharpening its focus on tech innovation and man-made diamonds and joining forces with Stephen Webster, per Women's Wear Daily.

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[Improving Swiss watch exports to help mood at Basel trade fair](#)

A recovery in Swiss watch exports picked up pace in February, data showed on Tuesday, a shot in the arm for brands grappling with how to stay relevant to younger buyers and set to unveil their latest models at a trade show this week, reports Reuters.

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