

NEWS BRIEFS

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

March 21, 2018



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

By STAFF REPORTS

Please be aware the clippings below may require a paid subscription to the listed media outlet to read an article in full.

Subscribe to **Luxury Daily**
Plus: just released
State of Luxury 2018 **Save \$246 ▶**

Today in luxury:

[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.

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

[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.

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

[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.

[Click here to read the entire article on Women's Wear Daily](#)

[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.

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

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.