

NEWS BRIEFS

Day's wrap: Ferrari, BMW, Chopard, Armani, JetSmarter, The RealReal and World Water Day

March 22, 2018



Ferrari's apparel line: all dressed for the Web. Image credit: Scuderia Ferrari

By STAFF REPORTS

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Luxury Daily's live news from March 22:

Ferrari launches apparel and accessories ecommerce store on YNAP platform

Italian sports carmaker Ferrari has launched an online store for its Scuderia Ferrari apparel and accessories brand relying on the Yoox Net-A-Porter platform.

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BMW sponsors a rare look at AR in editorial content

German automaker BMW is facilitating *The New York Times'* progress from virtual reality to augmented reality in a new project that brings a late musician to back to life.

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Chopard commits to 100pc ethical gold

In a major step towards sustainability, Swiss jeweler Chopard announced today that starting July, the brand will only use 100 percent ethically-sourced gold.

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L'Oreal and Armani extend 1988 partnership until 2050

Cosmetics group L'Oreal and Italian fashion house Armani have agreed to renew their partnership until 2050.

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JetSmarter taps Pernod Ricard for in-flight tastings, exclusive activations

Private aviation company JetSmarter has announced the Pernod Ricard is the official spirits partner for all private flights.

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The RealReal names new executives from Amazon, Walmart backgrounds

Online luxury consignment store The RealReal is adding to its C-suite by naming Jun-Sheng Li as chief operating officer and Len Eschweiler as chief revenue officer.

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Luxury brands rally for World Water Day awareness

As sustainability becomes an increasingly important topic in the face of rapid climate change, luxury brands such as Gucci and Stella McCartney are rolling out sustainable campaigns for World Water Day.

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