

NEWS BRIEFS

## Tod's, Swarovski, Neiman Marcus, BMW, Meredith and Rolls-Royce – Live news

March 28, 2018



*Tod's Surf collection. Image credit: Tod's*

---

By STAFF REPORTS

Luxury Daily's live news from March 27:

[Tod's surfs into summer with breezy promotion](#)

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Italian fashion label Tod's is heading to the beach to promote a collection inspired by California's surf culture.

[Click here to read the entire story](#)

[Swarovski supports commitment to sustainability with Fairtrade Gold](#)

Precision-cut crystal maker Swarovski is preserving its mission to social justice by focusing on the Fair trade movement and conscious jewelry for Baselworld, a major stage for the movement for its higher end line.

[Click here to read the entire story](#)

[Neiman Marcus streamlines wholesale buying productivity by 40pc](#)

Department store chain Neiman Marcus is working with digital wholesale marketplace JOOR to ease the innumerable pains that come with back-end buying duties.

[Click here to read the entire story](#)

[BMW joins Volkswagen with an emissions-cheating lawsuit](#)

Despite its continual efforts to move towards an eco-friendly future, German automaker BMW has been hit with a lawsuit for emission cheating.

[Click here to read the entire story](#)

[Meredith unveils post-Time Inc. acquisition restructure](#)

Publishing and media group Meredith Corporation has unveiled a multifaceted strategy that spans management and marketing to reposition itself.

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

[Rolls-Royce shoots for the stars with latest bespoke collection](#)

British automotive brand Rolls-Royce is hoping to inspire others to follow its guiding light with its new 55-car limited collection.

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

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.