

NEWS BRIEFS

Farfetch, Louis Vuitton, Facebook, Sephora, Luxury Collection and blockchain – Live news

May 2, 2018



Farfetch has expanded to the Middle East. Image credit: Farfetch

By STAFF REPORTS

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[Luxury Collection turns travel experiences into fashion](#)

The Luxury Collection Hotels & Resorts is teaming up with creative director and graphic designer Sofia Sanchez de Betak to translate travel memories into apparel and accessory designs.

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[Facebook to allow users to clear browsing history](#)

In response to consumer demand for more control over their data in the wake of Facebook's Cambridge Analytica scandal, the social network is rolling out more features aimed at improving user privacy.

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[Louis Vuitton's Virgil Abloh appointment spikes brand mentions](#)

French fashion house Louis Vuitton garnered \$2 million in earned media value over five days after naming Virgil Abloh the new head of its menswear collections.

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[Sephora looks to elevate consumer connections with spa-grade service](#)

Beauty retailer Sephora is furthering its focus on innovative and experiential retail with the launch of a spa-style facial treatment in its stores.

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Farfetch localizes language, content in Arabic site

Online retailer Farfetch is expanding its platform to the Middle East with the launch of an Arabic language site.

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Iconic London luxury properties selling shares through blockchain

Real estate company New Commonwealth is giving consumers the opportunity to buy a piece of two iconic properties in London, including the home of luxury brand Cline.

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