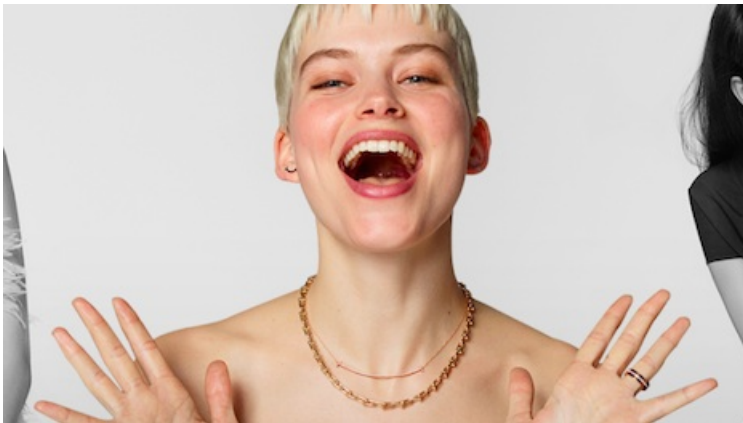


NEWS BRIEFS

## Day's wrap: Farfetch, Rolls-Royce, Balmain, Jaguar, Marc Jacobs and Matouk

May 8, 2018



*Farfetch's new jewelry hubs feature brands from David Yuman to Tag Heuer. Image credit: Farfetch*

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By STAFF REPORTS

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Farfetch debuts first hard luxury hubs for jewelry and watches

Online luxury platform Farfetch is taking a major step into the world of hard luxury with the launch of two new online hubs partnering with some of the biggest brands in jewelry.

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Rolls-Royce shows final preview of Cullinan before full reveal

British auto manufacturer Rolls-Royce is gearing up for the final full reveal of the Rolls-Royce Cullinan as part of its ongoing Final Challenge campaign.

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Balmain auctions off Met Gala designs for (RED)'s Global Fund

French fashion house Balmain is auctioning off some of the custom pieces it designed for the Met Gala on May 7 in support of charity (RED), which is devoted to researching and curing AIDS.

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Jaguar launches zero-emission airport chauffeur service with all-electric vehicles

British auto maker Jaguar is offering up its vehicles to form the core of a new luxury chauffeur service to and from Heathrow Airport in the United Kingdom.

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Marc Jacobs celebrates fragrance launch with family-friendly Santa Monica Pier takeover

U.S. fashion label Marc Jacobs is hosting a family event at Santa Monica Pier to celebrate the debut of its new fragrance, diverting from the adults-only aesthetic of most luxury launches.

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How Matouk used data to drive major ROI increase

Luxury linen maker Matouk experienced more than 200 percent increase in ROI over six months after increasing its use of data analytics.

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