

NEWS BRIEFS

## W Magazine, Silversea, Burberry, Selfridges, Mercedes and Christie's – Live news

August 3, 2018



*W Magazine is at the heart of cutback rumors surrounding Cond Nast. Image credit: W Magazine*

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By STAFF REPORTS

Luxury Daily's live news from Aug. 2:

[W Magazine joins throng of publications to be sold by Cond Nast](#)

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Media group Cond Nast is cutting a variety of publications as it continues to lose money, including putting *W Magazine* up for sale.

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[Silversea officially becomes part of the Royal Caribbean family](#)

Luxury cruise line Silversea has now officially been acquired by Royal Caribbean, as the former invests a two-thirds stake in the company.

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[Burberry shares new logo after more than 20 years](#)

British fashion house Burberry is turning heads in the luxury world by unveiling a new logo and monogram after decades of its iconic emblem.

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[Selfridges gets head start on Christmas with phase 1 of seasonal shop](#)

British department store chain Selfridges is hoping to capture the Christmas audience early yet again this year, unveiling its shop 145 days before the holiday.

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[Mercedes inspires vehicle purchases with temporary center](#)

German automaker Mercedes-Benz is taking an immersive experience to Chicago to get closer to customers who

are in the discovery phase of their car shopping journey.

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[Christie's, Modern Luxury stage luxury products in vibrant vignettes](#)

Auction house Christie's is working with publisher Modern Luxury to showcase high-end items up for auction in a manner consistent with their quality in photography and film.

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