

NEWS BRIEFS

Day's wrap: Alaa, YSL, Leading Hotels, Lladr, Roberto Cavalli and BMW

October 2, 2018



Lladr's pop-up includes its jewelry. Image courtesy of Lladr

By STAFF REPORTS

Luxury Daily's live news from Oct. 2:

[YSL Beauty taps Kaia Gerber as latest face](#)

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France's Yves Saint Laurent Beauty has named Kaia Gerber as its new global makeup ambassador.

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[Roberto Cavalli links with Dubai developer for global branded hospitality](#)

Italian fashion label Roberto Cavalli is building up its branded lifestyle by inking an international hospitality partnership with Dubai-based DAMAC Properties.

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[Lladr launches Virginia pop-up shop ahead of holidays](#)

Spanish porcelain maker Lladr is showcasing its lifestyle approach through a temporary outpost in Tysons Corner, VA.

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[Leading Hotels of the World appeals to independent travelers with loyalty push](#)

The Leading Hotels of the World is aiming to further the relationships between guests and its independent hoteliers with the launch of a revamped loyalty program.

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[Alaa enters ecommerce with YNAP-powered flagship](#)

Couture house Alaa is the latest luxury label to embrace ecommerce, as it opens its first online store in partnership with Yoox Net-A-Porter Group.

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[BMW promotes connectivity with intelligent cockpit redesign](#)

German automaker BMW is improving connectivity between drivers and their vehicles by introducing an Intelligent Personal Assistant as part of its revamped cockpit.

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