

NEWS BRIEFS

Day's wrap: US fashion, holiday shopping, David Yurman, Kering, Aston Martin and Jaguar

November 16, 2018



Neiman Marcus The Art of Fashion campaign. Image credit: Neiman Marcus

By STAFF REPORTS

Luxury Daily's live news from Nov. 16:

[US Fashion Industry Association testifies in Trade hearing](#)

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The United States Fashion Industry Association is testifying in a case to stop new tariff regulations.

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[Online search, omnichannel retail are top tools for holiday shoppers](#)

Brands need to start targeting consumers for the holidays in October and November, as this is when they claim to start their gift shopping.

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[David Yurman uses its windows to save the Polar Bears](#)

U.S. jeweler David Yurman is partnering with Polar Bears International to bring beauty to its window winter display while also raising awareness.

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[Kering takes a stand against cyberbullying](#)

Luxury group Kering is hoping to combat cyberbullying through its Foundation with a new message.

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[Aston Martin strengthens move into the Middle East](#)

British automaker Aston Martin is looking to get a better hold on the Middle East with a new Lagonda flagship in Abu

Dhabi.

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Jaguar looks to relieve traffic headaches with new tech

British automaker Jaguar Land Rover is helping its drivers avoid sitting in traffic through vehicle-to-infrastructure (V2X) technology.

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