

NEWS BRIEFS

## Day's wrap: Jaguar Land Rover, David Yurman, Gucci, Celine, Ralph Lauren and Louis Vuitton

November 19, 2018



*Image credit: Jaguar Land Rover*

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By STAFF REPORTS

Luxury Daily's live news from Nov. 19:

[Jaguar Land Rover provides dealerships with local marketing tools](#)

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British automaker Jaguar Land Rover is working with a digital auto marketplace to enhance its local dealership marketing programs.

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[David Yurman increases its physical presence](#)

U.S. jeweler David Yurman enters a new market with a store opening in addition to a renovation unveiling.

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[Gucci outfits personalized avatars in digital luxury apparel](#)

Italian fashion label Gucci is tapping into the popularity of personalized avatars and mobile communication by being the first brand to partner with a new platform.

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[Celine makes plans for Men's Fashion Week](#)

LVMH fashion house Celine is taking its recently launched menswear division to Paris for the city's Men's Fashion Week.

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[Ralph Lauren takes up space in Fred Segal for winter celebrations](#)

U.S. fashion label Ralph Lauren is bringing winter wonderland fun to Sunset Boulevard in a new pop-up.

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[Louis Vuitton to showcase cruise collection in New York come May](#)

French fashion house Louis Vuitton's artistic director took to Instagram to announce the brand will be showcasing its cruise collection in New York.

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