

NEWS BRIEFS

Trade war, Safilo, Aerin, Fred Segal, Swarovski and technology – Live news

December 4, 2018



DKNY is entering jewelry with Swarovski. Image credit: DKNY

By STAFF REPORTS

Luxury Daily's live news from Dec. 3:

[Fred Segal digitizes West Hollywood store for pop-up](#)

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U.S. retailer Fred Segal is bridging online and offline shopping with the launch of an experiential pop-up in partnership with Refinery29, Mastercard and Next Retail Concepts.

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[Aerin Lauder takes beauty lifestyle brand into childrenswear](#)

Beauty heiress Aerin Lauder is expanding her eponymous brand's lifestyle approach through a limited-edition childrenswear collaboration with label Janie and Jack.

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[Swarovski links with DKNY for fashion jewelry](#)

The Swarovski Group has entered a multi-year licensing deal with fashion label DKNY to produce a jewelry line using the company's crystals.

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[US, China tariff escalation put on hold](#)

The ongoing trade feud between the United States and China is on hiatus, as the two countries have entered an agreement not to put additional tariffs on goods after Jan. 1.

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[Safilo looks to ramp up ecommerce with digital transformation officer](#)

Eyewear maker Safilo Group has hired Andrea Bulgarelli as its digital transformation officer, leading the company's

direct-to-consumer strategy.

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[Technology has emerged as status symbol: Jonathan Adler](#)

NEW YORK – While appliances and technology such as televisions used to be considered an eyesore that needed to be hidden with interior design, today affluent consumers are choosing to showcase these pieces in their homes.

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