

NEWS BRIEFS

## Day's wrap: Guerlain, Louis Vuitton, Gabriela Hearst, Rolls-Royce, Private Jet Card Comparisons and Porsche Design

January 14, 2019



*Every Bee bottle is hand-painted. Image credit: Guerlain*

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By STAFF REPORTS

Luxury Daily's live news from Jan. 14:

[Guerlain brings Bee bottle to life in film](#)

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French perfumer Guerlain is sharing an inside look at the craftsmanship behind its iconic Bee bottle, in an effort to introduce a new generation of consumers to its proud heritage.

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[Louis Vuitton looks to celebrities for pre-fall](#)

French fashion label Louis Vuitton has released its pre-fall look book with a multitude of familiar faces, as fashion becomes more direct-to-consumer.

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[Gabriela Hearst to grow backed by LVMH](#)

Luxury group LVMH has made an investment into fashion label Gabriela Hearst, which will support the brand's global growth.

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[Rolls-Royce taps into Spain's luxury spend growth](#)

British automaker Rolls-Royce is taking further steps in Spain as the region shows greater demand.

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[Private Jet Card Comparisons refreshes for 2019](#)

Online platform Private Jet Card Comparisons has released an updated edition for the 2019-year, along with new features for easier comparing.

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[Porsche Design works with Puma to create motorsport line](#)

Luxury apparel and accessories label Porsche Design will be skidding into the design world for sporting apparel and accessories with a new partnership.

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