

NEWS BRIEFS

## Day's wrap: Brexit, Bergdorf Goodman, Gucci, Crown & Caliber, Re/Max and Waldorf Astoria

January 15, 2019



*Gucci Guilty has a new campaign. Image courtesy of Gucci*

By STAFF REPORTS

Luxury Daily's live news from Jan. 15:

[Gucci explores Americana haunts in Hollywood-themed Guilty ads](#)

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Italian fashion label Gucci is turning its attention to iconic American venues in a fragrance campaign that leans on celebrity and eccentricity.

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[Theresa May's Brexit deal rejected](#)

A parliamentary vote on Prime Minister Theresa May's plan to take the United Kingdom out of the European Union has failed, leaving the nation with an uncertain path forward.

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[Waldorf Astoria debuts concierges to cater to guests' plan procrastination](#)

Hilton's Waldorf Astoria Hotels & Resorts is bringing its latest marketing campaign to life in its European and Middle Eastern hotels with the launch of two new concierge services.

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[Crown & Caliber grows bricks-and-mortar presence with Birks](#)

Secondhand watch marketplace Crown & Caliber is expanding its bricks-and-mortar footprint to Canada through a partnership with jewelry retailer Birks.

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### [Bergdorf Goodman hires former Apple exec as chief operating officer](#)

Department store Bergdorf Goodman has hired Matt Marcotte as its chief operating officer.

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### [Re/Max enables agents with personalized video generator](#)

International real estate brokerage Re/Max is introducing a new digital tool to better help its agents reach more discerning home buyers and sellers in a competitive marketplace.

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