

NEWS BRIEFS

## Day's wrap: Marriott, Chairish, Missoni, McLaren, Chaumet and retail

January 16, 2019



*Al Manara, a Luxury Collection Hotel, Saraya Aqaba. Image credit: Marriott*

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By STAFF REPORTS

Luxury Daily's live news from Jan. 16:

[Marriott gives merged loyalty programs a rebrand](#)

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As Marriott International combines its Marriott Rewards, the Ritz-Carlton Rewards and Starwood Preferred Guest, it is giving the recently unified loyalty programs a revamped name.

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[Chaumet explores culture in tome trio](#)

French jeweler Chaumet is putting its history into print with the publication of its third boxed set of books.

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[McLaren shrinks limited-edition Senna for younger car enthusiasts](#)

British automaker McLaren is offering consumers an accessible ownership option for its Senna model through a partnership with Lego.

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[Chairish acquires Dering Hall to further digital furniture discovery](#)

Chairish Inc. is acquiring New York-based furniture platform Dering Hall, which it says has made it the largest platform for high-end home furnishings in the United States.

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[Missoni relocates Madison Avenue store](#)

Italian fashion label Missoni is moving its Madison Avenue store south.

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### Digital innovations need to assist today's shoppers

NEW YORK – Retailers need to constantly evaluate their digital infrastructures and nurture relationships with solution providers to successfully introduce technological innovations for shoppers.

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