

NEWS BRIEFS

## Omnichannel retail, Mandarin Oriental, yacht app, LVMH, John Varvatos and Rolls-Royce – Live news

January 18, 2019



*Mandarin Oriental's new building in Honolulu*

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By STAFF REPORTS

Luxury Daily's live news from Jan. 17:

[Consumers are channel-agnostic: Forrester](#)

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Marketers need to stop compartmentalizing store shoppers and online consumers and begin treating them as one and the same.

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[Mandarin Oriental hires sales director prior to residence launch](#)

Hospitality brand Mandarin Oriental is hoping to see an influx of buyers at its residences in Honolulu, HI with a new hire.

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[Yacht platform allows for digital booking, concierge](#)

A new platform is launching in the hopes to make yacht booking easier, finding a new niche in the digital age.

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[LVMH, Rihanna team up for luxury fashion line](#)

Luxury goods maker LVMH is rumored to be in talks with music artist Rihanna to create a luxury fashion line.

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[John Varvatos raises money through its connection to music](#)

U.S.-based fashion label John Varvatos is continuing to support a mission to provide nutritious meals for those living with severe illnesses by bringing back its benefit concert.

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### Rolls-Royce heads to the slopes for the 2019 ski season

British automaker Rolls-Royce is catering to ski-enthusiasts, a group that has significant crossover with its affluent audience.

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