

NEWS BRIEFS

Day's wrap: Ferragamo, AccorHotels, Luxury Portfolio, DPA, McLaren and Samsung

February 21, 2019



DPA's For Me, From Me campaign. Image courtesy of DPA

By STAFF REPORTS

Luxury Daily's live news from Feb. 21:

[McLaren eyes accessories opportunity with sportscar-inspired frames](#)

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British automaker McLaren is making its first foray into eyewear with licensee L'Amey.

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[DPA promotes self-purchasing with Oscars ads](#)

The Diamond Producers Association is prompting women to reward themselves with jewelry during one of Hollywood's glitziest events.

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[Ferragamo puts Paul Andrew at design helm](#)

Italian fashion house Salvatore Ferragamo is extending Paul Andrew's design oversight, naming him creative director of all of its collections.

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[AccorHotels launches lifestyle-focused loyalty program](#)

Hospitality group AccorHotels is tapping into consumer passion points by rolling out a new loyalty program that includes partnerships with entertainment, dining and sports.

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[Samsung to roll out \\$2K foldable smartphone](#)

Tech giant Samsung is one-upping Apple's luxury phone prices with a premium smartphone that will retail at around \$2,000.

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[Luxury Portfolio International aims to keep up with modern affluents](#)

Real estate marketing firm Luxury Portfolio International is rebranding, rolling out an updated logo, Web site, font and tagline.

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