

NEWS BRIEFS

Day's wrap: Dior, Bugatti, Sotheby's Realty, Zegna, Graff and Crystal

March 5, 2019



Bugatti's La Voiture Noire sold for \$12.4 million. Image credit: Bugatti

By STAFF REPORTS

Luxury Daily's live news from March 5:

[Dior puts spotlight on emerging talent with photography prize](#)

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French fashion house Christian Dior is seeking out up-and-coming visual artists through a contest centered on some of the top photography schools around the globe.

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[Sotheby's International Realty merges brokerage, affiliates](#)

Sotheby's International Realty is looking to give its network of real estate firms a leg up by forming a single company that encompasses its owned brokerage and its affiliates.

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[Bugatti sells one-off car for \\$12.4M](#)

French automaker Bugatti is celebrating its 110th anniversary with a record-breaking hyper car created specially for a brand enthusiast.

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[Graff buys New York boutique to ensure long-term residence](#)

British jeweler Graff is investing in its New York store footprint with the purchase of its longtime boutique on Madison Avenue.

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[Crystal makes conservation commitment with ORCA alliance](#)

Cruise line Crystal is bringing conservation organization ORCA on-board to support its work to protect populations of

whales, dolphins and porpoises.

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[Zegna looks to entertainment creators for its latest campaign](#)

Italian menswear label Ermenegildo Zegna has launched a new campaign that leverages Oscar-nominated talent.

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