

NEWS BRIEFS

Day's wrap: Tiffany, Secoo, Aston Martin, HBC, royal baby and MatchesFashion

May 6, 2019



Tiffany & Co's cafe pop-up opens in Beverly Hills. Image credit: Tiffany & Co.

By STAFF REPORTS

Luxury Daily's live news from May 6:

[Tiffany & Co. replicates its caf concept to the West Coast](#)

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U.S. jeweler Tiffany & Co. used Mother's Day as way to fete its new caf in Beverly Hills, CA, allowing family to truly have "Breakfast at Tiffany's."

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[Secoo, Spring Studios partner for luxury marketing initiatives](#)

Ecommerce platform Secoo has entered into an agreement with Spring Studios in New York for a variety of marketing and retail endeavors.

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[Aston Martin, Chase provide loans, leases for drivers](#)

British automaker Aston Martin is working with Chase to create a private label for loans and leases for customers.

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[HBC discusses a new future for Lord & Taylor](#)

Retail group Hudson's Bay Company is exploring future options for the Lord & Taylor brand, including a possible sale or merger.

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[Royal baby's arrival incites brand content on social](#)

The most recent royal baby's arrival has luxury brands rushing to social media to wish the happy couple congratulations.

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MatchesFashion brings fashion to Frieze New York

Retailer MatchesFashion.com is taking its retail expertise beyond digital in a pop-up at Freize New York, where panels and discussions are to be held.

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