

NEWS BRIEFS

Day's wrap: Mercedes, Prada, Franck Muller, Nordstrom, Cunard and Loro Piana

May 22, 2019



Mercedes will gift thousands of girls in first grade a toy replica of the car driven by the first woman to win the Grand Prix

By STAFF REPORTS

Luxury Daily's live news from May 22:

[Mercedes inspires girls to be anything they want](#)

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German automaker Mercedes-Benz is hoping to break gender stereotypes with a new toy car in partnership with iconic toymaker Mattel.

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[Movement to ban fur grows stronger with Prada](#)

Italian fashion group Prada is the latest brand to commit to a fur-free pledge in collaboration with the Fur Free Alliance.

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[Franck Muller designs "first ever functional" bitcoin timepiece](#)

Swiss watchmaker Franck Muller is incorporating cryptocurrency into its strategy in a unique way, more so than simply accepting it as payment.

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[Nordstrom highlights children's wear with Maisonette](#)

Department store chain Nordstrom is catering to moms for the next month in partnership with children's retail platform Maisonette.

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[Cunard reveals Alaskan itineraries, Glacial Bay trips](#)

Luxury cruise line Cunard is returning to Alaska, announcing a total of 14 trips from Vancouver in the next two years.

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[Reverence for beauty, nature central to Loro Piana DNA](#)

MADRID – When expertly leveraged, sophistication and exclusivity can still find an audience as luxury consumers continue to gravitate to heritage brands that are experimental and accessible.

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