

NEWS BRIEFS

## Farfetch, luxury stocks, Hearst, Wheels Up and Waldorf Astoria – Live news

August 12, 2019



Waldorf Astoria Beijing's new Into Deep Space 3D Projection Afternoon Tea. Image credit: Waldorf Astoria

By STAFF REPORTS

Luxury Daily's live news from Aug. 9:

[Farfetch furthers streetwear push with New Guards Group acquisition](#)

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Retail group Farfetch is getting into brand building and ownership by acquiring New Guards Group, the parent company of buzzy streetwear labels Off-White and Palm Angels.

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[Luxury investor enthusiasm down despite positive results](#)

Even with luxury groups reporting record sales, investor interest in luxury stocks waned last month.

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[Wheels Up hits \\$1B in valuation following acquisition](#)

Private aviation firm Wheels Up will be focusing on enhancing its digital platform after surpassing a valuation of \$1.1 billion in its latest round of funding.

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[Hearst experiments with targeted print ads](#)

Media group Hearst is going in a new direction with its targeted advertising by serving print campaigns based on what subscribers read online.

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[Waldorf Astoria Beijing shoots for the stars with afternoon tea](#)

Hilton's Waldorf Astoria Hotels & Resorts, Beijing is thinking out of this world with its latest culinary offer by creating a galaxy-inspired afternoon tea.

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