

NEWS BRIEFS

YNAP, Saks, Mikimoto, NetJets and waste-free luxury – Live news

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Mikimoto is working with Ogilvy. Image credit: Mikimoto

By STAFF REPORTS

Luxury Daily's live news from Sept. 6:

[NetJets, Northrop & Johnson link for extended luxury travel experiences](#)

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Private aviation firm NetJets and yacht company Northrop & Johnson are joining forces to provide perks and expanded travel booking opportunities to each other's clients.

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[Mikimoto taps Ogilvy to drive modernized digital strategy](#)

Japanese jeweler Mikimoto has chosen marketing agency Ogilvy to lead its digital transformation, including a makeover of its ecommerce and Web site experiences.

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[Saks takes consumers on branded ride in anniversary activation](#)

Department store chain Saks Fifth Avenue is marking its 95th birthday with an experiential installation in New York.

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[YNAP doubles luxury client relations team](#)

Retail group Yoox Net-A-Porter is catering to its top luxury customers with plans to add more than 100 employees to its personal shopping and client relationship management teams.

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[Purpose over profit: Why businesses should not fear embracing a zero-waste future](#)

With fashion giants such as Christian Dior embracing the waste-free beauty model and Nike announcing that the brand would only use recycled plastics in all their shoes and clothing by 2024, there is a worldwide determination to

solve the ongoing environmental crisis.

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