

NEWS BRIEFS

## Day's wrap: Ferretti Yachts, Vestiaire Collective, Burberry, Harrods and Jaquet Droz

October 30, 2019



*Totally not at sea: the new Ferretti Yachts ad campaign. Image credit: Ferretti Yachts*

By STAFF REPORTS

Luxury Daily's live news from Oct. 30:

### [Ferretti Yachts breaks new campaign for homey journey-over-destination feel](#)

Italian brand Ferretti Yachts debuted a new advertising campaign that seeks to cement its timeless-elegance brand positioning with a more intimate language and lifestyle allure.

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### [Vestiaire, flying circular flag, opens permanent store-within-store at Selfridges' London flagship](#)

The launch of a store-within-store proves that online retail platforms need a bricks-and-mortar presence to grow their brand and market, acknowledging the tactile benefits and walk-in traffic.

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### [Burberry nabs Diageo exec Sam Fischer for board as part of Asia push](#)

The British apparel brand is putting in place the right team of advisors and pieces to make a more determined foray in Asia.

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### [Britain's Harrods ups investment in cosmetics with launch of standalone H beauty stores](#)

The move to invest more in beauty comes soon after Harrods announced the launch of its H Caf restaurant brand as part of a larger push to re-imagine a department store experience and go beyond a century-plus-old retail format.

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### [Jaquet Droz supports Swiss painters' "artistic pilgrimage"](#)

Swiss watchmaker Jaquet Droz is leaning into its heritage of art patronage with the sponsorship of a local duo's global project.

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