

NEWS BRIEFS

Loewe, Daimler, Burberry and DFS – Live news

November 15, 2019



Still from the Otter's Tale, a 60-second fantastical short for the Loewe De Morgan capsule collection in time for the holidays. Image courtesy of Loewe

By STAFF REPORTS

Luxury Daily live news from Nov. 14:

[Loewe celebrates De Morgan collection with fantastical film](#)

Under Loewe creative director Jonathan Anderson's supervision, the 60-second video brings to life master ceramist William De Morgan's fantastical subject matter as well as the textiles and textures from the collection.

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[Daimler, in nod to sustainable measures, to cut \\$1.1B in personnel costs from Mercedes](#)

Making the announcement Nov. 14 at its Capital Market Day in London, the top Daimler executive spelled out the company's commitment to CO2-neutral mobility as it prepares for a more ecofriendly line of products and consumer expectations for them.

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[Burberry ties with Tencent for social retail store in China as H1 revenue grows 5pc to \\$1.65B](#)

The store in Shenzhen will be a unique space to test and learn, serving as a laboratory to trial innovation that can be expanded to the rest of the Burberry network in China.

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[DFS "Give Joy" holiday campaign ropes in 90-plus brands to participate in personalized offerings](#)

LVMH's DFS, the leading luxury travel retailer worldwide, tomorrow launches its annual "Give Joy" campaign to mark the holiday season and gifting associated with it at all its airport and downtown stores.

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