

NEWS BRIEFS

Hstens, Audi, Dorchester Collection and Bang & Olufsen – Live news

December 26, 2019



Hstens' Ready-to-Sleep collection. Image credit: Hstens

By STAFF REPORTS

Luxury Daily's live news from Dec. 24:

[Dorchester serves up dining suggestions courtesy of social media food curator](#)

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Responding to consumers' desires for culinary experiences as they travel, hospitality chain Dorchester Collection is launching a guide to dining hotspots in key global destinations.

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[Audi enlists consumer as honorary elf](#)

German automaker Audi is making a gifting push by demonstrating its electric SUV's capabilities through content starring a consumer from an open casting call.

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[Hstens turns trending signature into sleepwear brand extension](#)

Swedish bedding manufacturer Hstens is branching out from mattresses with a new sleepwear line centered on its iconic blue-and-white checked fabric.

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[Bang & Olufsen translates cinematic audio experience to compact design](#)

Danish electronics and audio company Bang & Olufsen is seeking to blend powerful sound with a streamlined design in its latest speaker launch.

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[Major brands share outlook for 2020 - join us at Luxury FirstLook Jan. 15](#)

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FirstLook 2020 conference in New York Jan. 15. Speakers include senior execs from Chanel, Kering, Pernod-Ricard, Boston Consulting Group, UBS, LVMH's Starboard, Meredith Luxury, Blade, Mitchells Stores, Crown & Caliber, McCann Truth Central, Dentsu Luxe, Publicis Sapient, Adweek, Shullman Research Center, Digital Luxury Group, Klarna, Shanker Inc. and Resonance.

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