

NEWS BRIEFS

## Mulberry, LVMH, Fortnum & Mason, Gucci and Rolls-Royce

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Submissions for the LVMH Innovation Award gives the world's leading luxury conglomerate access to innovative ideas in technology. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[British billionaire Mike Ashley's Fraser Group takes 12.5pc stake in handbag brand Mulberry](#)

U.K. retail tycoon Mike Ashley's Fraser Group has taken a 12.5 percent stake in British handbag maker Mulberry as part of its repositioning toward "premium third-party brands."

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[LVMH wants best ideas for 4th LVMH Innovation Award as registration deadline looms](#)

LVMH launched the award in 2017 to support startups and give its own brands more access to innovative technology.

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[Britain's Fortnum & Mason to roll out song-and-dance routine for Valentine's hamper](#)

How should retailers stand out in the cacophonous noise of Valentine's Day promotions?

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[Gucci, sending message, picks San Francisco for its Cruise 2021 collection fashion show](#)

Gucci under creative director Alessandro Michele has boldly used locations and debuted styles to reflect values that he admires.

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[Rolls-Royce looks to induct new batch of apprentices as car-making complexity increases](#)

Rolls-Royce Motor Cars, now into the 14th year of its apprenticeship program, is seeking talent for 2020 to provide practical training in specialist craft skills required to build its vehicles.

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