

NEWS BRIEFS

## Day's wrap: Jaguar Land Rover, Walpole, Redrice Ventures, Ferragamo and Prada

February 18, 2020



*Ferragamo is tapping the clout of creative influencers to promote its new Viva ballet flat, itself a refreshed update from the 1979-born Vara shoe. Image credit: Salvatore Ferragamo*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

### [Jaguar Land Rover's Project Vector vehicle is nod to future of urban mobility](#)

British automaker Jaguar Land Rover has designed a new concept vehicle called Project Vector as part of its Destination Zero mission that is its transportation answer to the smartcity of the future.

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### [Walpole and Redrice Ventures in strategic partnership to help fund early-stage UK luxury firms](#)

British luxury lobby Walpole partnered with VC firm Redrice Ventures to help early-stage high-end brands get financing and mentoring support.

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### [Ferragamo taps creative style icons for new Viva shoe campaign](#)

Salvatore Ferragamo has debuted a campaign featuring a cast of six creative style-setters to promote the Italian fashion label's new Viva ballet flat shoe.

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### [Prada, extending campaign to book, asks consumers to create own acronym with brand name](#)

Piggybacking off its men's and women's spring/summer 2020 campaigns, Italy's Prada is now inviting consumers to create their own personal acronym using the letters in the name Prada.

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### [Best speaker lineup ever for Women in Luxury conference New York April 15](#)

Register now for Luxury Daily's fourth annual Women in Luxury conference Wednesday, April 15 in New York. Meet with speakers from BMW, Chanel, Piaget, Apple, La Perla, Mot Hennessy, Ritz-Carlton, Mandarin Oriental, Maison

Atia, Diamond Producers Association, Forrester Research, Ana Andjelic, Shanker Inc., Accenture, Modern Luxury, Worth, Meredith's Travel + Leisure, China Luxury Advisors, Sedhom Law Group, Reputation Dynamics, Luxury Portfolio International and LVMH's Starboard Cruise Services.

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