

NEWS BRIEFS

## Jaguar Land Rover, Walpole, Redrice Ventures, Ferragamo and Prada

February 19, 2020



*British apparel brand Castore got funding from Redrice Ventures and was also in Walpole's 2018 Brands of Tomorrow class. Image credit: Castore*

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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

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