

NEWS BRIEFS

## Day's wrap: Yoox, Vogue Italia, Mercedes-Benz, Fortnum & Mason and Women in Luxury 2020

February 24, 2020



British grocer Fortnum & Mason is paying the same attention to its dog hampers as it does for its human-oriented products, including the trademark wicker basket. Image credit: Fortnum & Mason

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Yoox, Vogue Italia scout for designers touting responsible fashion with new project](#)

The Vogue Yoox Challenge The Future of Responsible Fashion, as the scheme is called, seeks to offers support and mentorship to designers, creative and startups that are investing in a responsible and sustainable approach to their fashion.

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[Mercedes-Benz integrates dealer inventory with new UK online showroom for consumer](#)

German automaker Mercedes-Benz took yet another step in digitizing bricks and mortar with the introduction of a new online showroom for U.K. customers and prospects.

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[Britain's Fortnum & Mason, eyeing potential, enters pet market with hampers and dog products](#)

The London-based company will start with two hampers for dogs, along with a wicker F&M-emblazoned dog bed basket. On offer are a total 25 SKUs, including dog toys, leads, food, bowls and beds.

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[Register now: 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 and Luxury

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