

NEWS BRIEFS

## Day's wrap: Cunard, enVista, Burberry, Neiman Marcus and Aston Martin

February 25, 2020



*The Aston Martin DBS Superleggera designed by outgoing 007 actor Daniel Craig and offered by U.S. department store chain Neiman Marcus as a fantasy gift. Image credit: Aston Martin Lagonda*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

**Cunard, amid travel slowdown, marks 180 years afloat with fleet-wide sale**

The 180th Anniversary Sale will be applicable only on voyages booked between Feb. 28 and May 18, inciting affluent consumers to shop with a sense of urgency.

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**Significant gaps between customer expectations for personalization and retailer execution**

Top among them are personalized promotions and personalized rewards.

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**Burberry, simulating in-store experience, debuts augmented reality shopping tool via Google Search**

Burberry has debuted a new augmented reality shopping tool through Google Search technology to allow consumers to imagine the British fashion label's products around them.

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**Neiman Marcus offers limited-edition Aston Martin, Omega timed with new Bond movie**

U.S. department store chain Neiman Marcus partnered with British automaker Aston Martin Lagonda to offer on its fantasy gift list the Aston Martin DBS Superleggera, designed by none other than outgoing 007 actor Daniel Craig.

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