

NEWS BRIEFS

Selfridges, Louis Vuitton, Aston Martin and Future of Luxury eConference

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Selfridges is introducing its own rental service as part of Project Earth. Image courtesy of Selfridges

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 17:

[Selfridges aims to reinvent retail with Project Earth sustainability strategy](#)

British department store chain Selfridges is building on its reputation for sustainability with a bold new initiative.

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[Louis Vuitton launches unisex fine jewelry collection](#)

French fashion label Louis Vuitton is introducing its new line of genderless fine jewelry with an energetic and fresh campaign.

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[Aston Martin debuts 007 editions ahead of next Bond installment](#)

British automaker Aston Martin is celebrating the premiere of the latest James Bond film with two exclusive models.

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