

NEWS BRIEFS

Day's wrap: Net-A-Porter, Farfetch, Bentley, Swarovski, Klarna and brand protection webinar

March 9, 2021



Net-A-Porter now has a localized shopping platform in the Middle East. Image credit: Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for March 9:

[Net-A-Porter launches platform in Middle East](#)

Online retailer Net-A-Porter has launched a new localized platform for the Middle East, expanding its global reach.

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[Farfetch unveils exclusive capsule collection for Ramadan](#)

Online retailer Farfetch has launched a new Ramadan campaign highlighting exclusive collections from 30 Middle Eastern and international designers.

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[Bentley introduces transformable baby stroller](#)

British automaker Bentley Motors has unveiled a functional stroller-tricycle that transforms throughout a child's early years, its latest lifestyle offering.

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[Swarovski launches sustainability initiative in partnership with the UN](#)

Austrian crystal and jewelry designer Swarovski is teaming up with the United Nations Office for Partnerships to identify and accelerate the next generation of creative leaders in sustainability.

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[Klarna elevates merchant marketing with new demand-generation services](#)

Payment provider Klarna is expanding its suite of marketing products and services designed to provide retailers with more tools to drive consumer demand and acquire, convert and retain customers.

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[Webinar: Protecting brands from fast-growing counterfeiting, return fraud](#)

Register for the free webinar on April 7 at 11 a.m. to noon EST (New York time) titled, "Protecting brands from fast-growing counterfeiting, return fraud"

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[Luxury labels embracing 3D tools across value chain](#)

Digital processes continue to reshape the fashion industry, as brands turn to 3D technology to help modernize several areas, including design, marketing and sustainability.

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