

NEWS BRIEFS

Day's wrap: Net-A-Porter, Mercedes-Benz, Farfetch, McLaren, Audi and brand protection webinar

March 31, 2021



Net-A-Porter's new Ready-to-Wear? campaign. Image courtesy of Net-A-Porter

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for March 31:

[Net-A-Porter celebrates the joy of "ready-to-wear" fashion](#)

Online retailer Net-A-Porter is inviting fashion lovers around the world to rejoice in the thrill of dressing up with its latest "Ready-to-Wear?" campaign.

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[Mercedes-Benz goes full throttle on electric vehicles](#)

Mercedes-Benz parent company Daimler AG is moving forward with a structural realignment and acceleration toward electric mobility.

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[Farfetch, Zeekit create immersive virtual try-on experiences](#)

Online retailer Farfetch has partnered with tech startup Zeekit to create new "try-on" experiences for its customers for products available on its ecommerce site.

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[McLaren, TUMI unveil luggage, travel capsule collection](#)

British automaker McLaren has partnered with luxury international travel and lifestyle brand TUMI to design and develop a new collection of travel products.

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[Audi becomes official partner of 1 Hotels](#)

The U.S. importer of German automaker Audi has announced it is the official and exclusive automotive partner of

nature-inspired luxury hospitality group 1 Hotels.

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Webinar: Brand Protection in a Post-COVID World

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"

[Please click here to register](#)

Labels amplify fashion week exposure with celebrity voices, digital content

The fall/winter 2021 season marked the second time in two years that luxury labels have started the fashion calendar by presenting collections through virtual shows.

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