

RETAIL

Luxury brands push new bricks-and-mortar concepts

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De Beers Jewelers has a new location on Old Bond Street. Image credit: De Beers Jewelers

By LUXURY DAILY NEWS SERVICE

Across sectors, luxury brands continue to experiment with retail concepts in a bid to offer more engaging omnichannel experiences.

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Diamond company De Beers Jewelers and New York-based fashion label Mara Hoffman have both opened new flagships in recent weeks. Meanwhile, Italian automaker Maserati is piloting an "online to offline" project.

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