

NEWS BRIEFS

Prada Group, Bulgari, Buccellati and Le Mridien

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The Scentsorial project digitally interprets participants' biological responses to scent. Image credit: ARR/LVMH

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for March 23:

[Prada Group partners with Adobe to up online, bricks-and-mortar CX](#)

Prada Group, namesake parent company of the Italian fashion label, announced it has furthered its relationship with Adobe to enhance its customer experience in both the online and bricks-and-mortar spaces.

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[Bulgari presents first-ever digital immersion experience to public in Dubai](#)

Roman jeweler Bulgari, part of LVMH, is expanding the fragrance experience to all five senses and beyond.

[Buccellati, Milan-based goldsmith school team up to preserve Italian tradition](#)

Italian jeweler Buccellati is ensuring that the artisanal traditions of the Renaissance will be available to future generations.

[Le Mridien opens first property in Australia](#)

Marriott-owned hospitality group Le Mridien Hotels & Resorts is making its debut Down Under.

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