

NEWS BRIEFS

Armani, Hennessy, Hermès and Barneys – Live news

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Hermès' kawaii effort

By STAFF REPORTS

Luxury Daily's live news from June 18:

[Fabergé opens its vault for documentary film](#)

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Russian jeweler Fabergé has produced a documentary to explore its market prestige while giving enthusiasts unprecedented access to a number of its creations.

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[Giorgio Armani responds bluntly to Kardashian tweet after typo](#)

Italian fashion house Giorgio Armani's customer service is coming into question after an interaction with reality TV star Kim Kardashian West on Twitter.

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[School is in session at Hennessy's virtual cognac academy](#)

LVMH-owned cognac maker Hennessy is educating enthusiasts through a new digital initiative that tests knowledge to become a true connoisseur.

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[Hermès finds inspiration in Japanese cartoons for accessories effort](#)

French leather goods house Hermès is showing off its “kawaii” side for a new promotional campaign for its handbags and wallets.

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[Barneys to introduce shoppable Instagram content](#)

Department store chain Barneys New York is the latest luxury retailer to implement shoppable content on its Instagram account.

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