

NEWS BRIEFS

## Burberry, Valentino, global investments, fragrances – News briefs

June 26, 2015



*Burberry campaign starring Emma Watson*

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By STAFF REPORTS

Today in luxury marketing:

[Christopher Bailey brings Burberry into the 21st century](#)



In the west Yorkshire town of Castleford, England, pop. 39,192, there is a long, low Art Deco building that bears the rubric “Made in Yorkshire” above its front door, says Wall Street Journal.

[Click here to read the entire article on Wall Street Journal](#)

[At Valentino and Carven, gender isn't an issue](#)

The fashion brigade has arrived in Paris. Milan, the third leg of the European men's wear tour came to a close on Tuesday, with one last major celebrity sighting to prick up your Instagram, per The New York Times.

[Click here to read the entire article on The New York Times](#)

[Global investments in apparel and textiles surge to \\$28.2B](#)

New investments in the global textile and apparel industry, led by big greenfield projects in low-cost Asian and African nations, and major outlays in retail segments in rich economies, reached a record \$28.2 billion in 2014, up 16.8 percent on the previous year's \$24.1 billion, a United Nations report said, according to Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[Who won big at the fragrance foundation awards 2015](#)

Dubbed "the Oscars of the perfume world" the Fragrance Foundation Awards took place at New York City's Lincoln Center last night, with Alec Baldwin hosting the ceremony—only hours after his son was born yesterday, at that, reports InStyle.

[Click here to read the entire article on InStyle](#)

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