

NEWS BRIEFS

Fortnum & Mason, Bloomingdale's, Dior and Richard Mille – Live news

August 25, 2015



Maria Sharapova for her candy brand, Sugarpova

By STAFF REPORTS

Luxury Daily's live news from Aug. 24:

[Fortnum & Mason manicures consumers' nails in eau de nil lacquer](#)



British department store chain Fortnum & Mason is extending the reach of its signature color scheme to the fingertips of consumers.

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[Bloomingdale's "serves" up sweets with Sugarpova pop-up](#)

Department store chain Bloomingdale's is handing over control of its Facebook account to tennis player Maria Sharapova.

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[Dior goes under the white-hot desert sun for Sauvage launch](#)

French fashion brand Christian Dior is readying male consumers for the launch of its latest men's fragrance through a teaser email effort.

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[Richard Mille's new timepiece explores the risqué side of horology](#)

German automaker Mercedes-Benz has signed a naming rights agreement for the new Atlanta stadium scheduled to open in 2017.

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[Mercedes-Benz strengthens ties to Atlanta via stadium agreement](#)

German automaker Mercedes-Benz has signed a naming rights agreement for the new Atlanta stadium scheduled to open in 2017.

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