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NEWS BRIEFS

Schiaparelli, fashion shows, Bulgari and BMW – News briefs

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Schiaparelli fragrance sketch from 1937

By STAFF REPORTS

Today in luxury marketing:

Schiaparelli set to introduce "prêt-à-couture"



Schiaparelli, revived in 2013 as a couture house, is finally stepping into ready-to-wear – on its own haute terms, reports Women's Wear Daily.

Click here to read the entire article on Women's Wear Daily

When fashion shows were fun

Naomi Campbell wore backless chaps. Have I got your attention? asks The New York Times.

Click here to read the entire article on The New York Times

Bulgari CEO sees "very positive results" in China in 2015

The impact of China's slowing growth on luxury goods sales shouldn't be overstated, according to Jean-Christophe Babin, chief executive officer of Italian jeweler Bulgari, per

Bloomberg.

Click here to read the entire article on Bloomberg

BMW to pay \$1.6M, rehire black workers to settle federal bias claims

BMW Manufacturing Co. will pay \$1.6 million and offer to rehire dozens of black former employees at a South Carolina plant who were fired after the company implemented a new criminal background check policy, according to a settlement, Automotive News reports.

Click here to read the entire article on Automotive News

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