

NEWS BRIEFS

Nordstrom, lobbying, L'Oreal and Pierre Berg – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[Olivia Palermo collaborates on collections for Nordstrom's private label Chelsea28](#)

American socialite, model and style icon Olivia Palermo was just tapped by Nordstrom to design a year's worth of collections for the brand's private label brand, Chelsea28, according to Fashion Times.

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[Money well spent? Why fashion companies spend big on lobbying governments](#)

Just do it, everybody," said President Barack Obama, to rapturous applause from his audience at Nike's headquarters in Beaverton, OR, per Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

[L'Oreal Q3 sales miss forecasts, luxury sales growth slows](#)

French cosmetics giant L'Oreal on Oct. 29 missed third-quarter sales expectations and said demand for its luxury products had suffered a slowdown in Asia and at airports, reports Reuters.

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[Pierre Berg on luxury, Morocco and Hedi Slimane](#)

"You want me to talk about fashion? O.K., fine. Let's talk about fashion." per The New York Times.

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