

NEWS BRIEFS

Super Bowl 50, Alibaba, models and Louis Vuitton – News briefs

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Football helmet designed by John Varvatos for Super Bowl XLVIII

By STAFF REPORTS

Today in luxury marketing:

[NFL and CFDA planning Super Bowl 50 collaboration](#)

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As NFL teams are battling for Super Bowl 50 bids and optimistic fans are trying to lock in game day tickets, the CFDA is also planning its own winning strategy, reports Women's Wear Daily.

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

[Alibaba fights fakes with anti-piracy investigator](#)

Alibaba is beefing up its armory in the fight against counterfeit goods on its website. It's hired a former Apple investigator after being warned it needs to do more to fight fakes. Bloomberg's Rosalind Chin reports on "First Up," per Bloomberg.

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

[France passes model health law](#)

The French government has passed a bill decreeing that models working in the country must possess a medical certificate deeming them fit to work, in a bid to prevent the use of "excessively thin" models. The bill also requires that digitally altered images - in particular those which make a model's silhouette "narrower or wider" - be labelled "touched up," says British Vogue.

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

[Inside an \\$845 book on Louis Vuitton window displays](#)

Faye McLeod has a fail-safe way to measure the success of the displays she designs for Louis Vuitton's store windows: The more the glass has to be cleaned, the better, according to The Cut.

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

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