

NEWS BRIEFS

Endorsements, Four Seasons, Paris and Shiseido – Live news

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Rihanna for Balmain, spring/summer 2014

By STAFF REPORTS

Luxury Daily's live news from Jan. 14:

[Paris security to be enhanced ahead of fashion shows](#)

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Paris is planning to pay "very special attention" to security measures for the upcoming fashion shows scheduled for later this month.

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[Strong celebrity endorsements result in 50pc more fan purchases](#)

Songstress Rihanna has been named the most marketable celebrity, according to research by The NPD Group.

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[Four Seasons Denver plays up Bond romances for Valentine's Day](#)

Four Seasons Denver is tapping into James Bond's popularity for its Valentine's Day promotions, because, well, "you live only twice."

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[Shiseido goes "From Head to Toe" in Snapchat takeover](#)

Japanese personal care brand Shiseido is driving attention to its newly created Snapchat account through a blogger takeover.

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[Richemont reports 3pc sales decrease for Q3](#)

Luxury conglomerate Richemont's revenues for the third quarter ending Dec. 13 saw a 4 percent decline for a total of \$3.21 billion at average exchange rates.

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