

NEWS BRIEFS

P&G, Furla, Balmain and La Perla – Live news

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Styles from Balmain's first children's collection

By STAFF REPORTS

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While in the process of selling a number of its prestige beauty brands to competitor Coty, Inc., Procter & Gamble reported a 9 percent decrease year-over-year in net sales.

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[Furla sets up home base inside Printemps' atrium](#)

Italian leather goods label Furla is welcoming consumers to its temporary home within the atrium of Parisian department store Printemps.

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[Balmain extends brand vision to inaugural children's collection](#)

Citing Kim Kardashian West's daughter North as a muse, French fashion house Balmain has introduced its first children's line.

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[La Perla hire to blur boundaries as it becomes global lifestyle brand](#)

Italian lingerie company La Perla has selected Pedro Loureno as its first creative director.

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