

NEWS BRIEFS

Hedi Slimane, Marc Jacobs, April Fools' Day and Barneys – Live news

April 4, 2016



Man's Best Friend Biography Bracelet Set by Astley Clarke

By STAFF REPORTS

Luxury Daily's live news from April 1:

[Hedi Slimane departs Saint Laurent Paris](#)

Hedi Slimane will end his nearly four-year tenure as creative and image director of Saint Laurent Paris.

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[Marc Jacobs sends spring sentiments via Daisy messaging](#)

U.S. fashion label Marc Jacobs is watching love grow with a custom message generator in celebration of spring.

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[Nordstrom, Net-A-Porter to sell Beyonc's Ivy Park line](#)

Beyonc Knowles-Carter is the latest pop singer to try her hand at fashion design with the launch of Ivy Park, a line of activewear.

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[Luxury brands debut mock products for April Fools' Day trickery](#)

A number of brands took advantage of consumers' habit of believing everything they read on the Internet for a little April Fools' Day fun.

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[Barneys connects art, fashion in Karlie Kloss-fronted campaign](#)

For its latest campaign, department store chain Barneys New York is using spring trends to show where fashion and art overlap.

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