

NEWS BRIEFS

Hyres Festival, Coldwell Banker, Mandarin Oriental and Mercedes – Live news

April 25, 2016



Finalist look created for Chlo prize

By STAFF REPORTS

Luxury Daily's live news from April 22:

[Chanel, Galeries Lafayette support budding fashion talent through Hyres Festival](#)

The 31st International Festival of Fashion and Photography in Hyres has kicked off, offering emerging talent access to support from established luxury brands.

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[Luxury brands promote sustainable initiatives on Earth Day](#)

On Earth Day April 22, luxury companies used the holiday as a conversation starter about their environmentally-friendly efforts.

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[Mandarin Oriental Atlanta teams with Bloomingdale's to beautify buddies](#)

Mandarin Oriental, Atlanta is prompting girlfriend getaways with a new package in partnership with Bloomingdale's.

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[Mercedes illustrates importance of car care with grooming comparison](#)

German automaker Mercedes-Benz is proving it knows how to make an impression when it matters.

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[Coldwell Banker lists fictional \\$75M X-Men mansion in cinematic campaign](#)

Coldwell Banker Real Estate is showcasing a superhero property in preparation for the upcoming "X-Men: Apocalypse" release.

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