

NEWS BRIEFS

## Kering, Lancme, Versace and Vertu – Live news

June 7, 2016



*Versace's fall/winter 2016 ad campaign*

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By STAFF REPORTS

Luxury Daily's live news from June 6:

### [Kering combats domestic violence with employee training program](#)

Luxury conglomerate Kering is mobilizing its employees against violence with the creation of a training program in partnership with the National Alliance to End Sexual Violence and the National Network to End Domestic Violence.

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### [Vertu appeals to Middle Eastern clientele with bespoke Ramadan collection](#)

In honor of Muslim holy month Ramadan, cell phone manufacturer Vertu has tapped Arab calligraphy artist Wissam Shawkat for a bespoke collection.

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### [Lancme distances itself from controversial pop star following backlash](#)

Beauty marketer Lancme is facing criticism from Chinese consumers over a planned promotional concert headlined by a pro-democracy singer.

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### [Versace transitions runway to reality in Bruce Weber-lensed campaign](#)

Italian fashion label Versace is showing how its designs fit a range of occasions in its fall/winter 2016 effort.

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### [Acqua di Parma pays tribute to hometown culture in centennial efforts](#)

LVMH-owned perfumer Acqua di Parma is paying homage to its birthplace with a special publication.

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