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NEWS BRIEFS

Louis Vuitton, Gucci, Porsche and Cond Nast – Live news

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Louis Vuitton Series 5 featuring Selena Gomez

By STAFF REPORTS

Luxury Daily's live news from June 20:

Cond Nast launches data offering to boost advertiser ROI



Media group Cond Nast is connecting the dots between readers' content consumption and purchase behavior through the launch of a new data product.

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Louis Vuitton drops fall campaign with superstar support

French leather goods house Louis Vuitton is adding celebrity cachet to its Series 5 advertising campaign.

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Porsche cruises with skateboarders to prove headlights' edge

German automaker Porsche is showcasing the nighttime advantage of its headlights through an athletic feat.

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Gucci promotes personal expression through expanded customization

Italian fashion label Gucci is giving consumers more creative control over their wardrobes by extending its DIY program to include menswear, shoes and jackets.

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Stella McCartney teams with PETA for feline initiative

British fashion label Stella McCartney is pouncing on cat overpopulation through its support of the nonprofit activism organization People for the Ethical Treatment of Animals.

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