

NEWS BRIEFS

Gucci, Mercedes, L'Oreal and Armani – Live news

July 1, 2016



Gucci fall/winter 2016 ad campaign

By STAFF REPORTS

Luxury Daily's live news from June 30:

Gucci explores Tokyo's eccentric enclaves in energetic effort

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Italian apparel and accessories house Gucci is continuing its campaign world tour for the fall/winter 2016 season, shooting its fashions on the busy streets of Tokyo.

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L'Oral acquires niche perfumery Atelier Cologne

Beauty group L'Oral is adding to its luxury perfume portfolio with the purchase of Atelier Cologne.

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Bottega Veneta balances fluidity and form for fall campaign

Italian fashion label Bottega Veneta's fall/winter 2016 campaign casts an artistically formed landscape as a major player.

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Mercedes-Benz grants wish fulfillment with luxury carousel

Car rental company Europear made adults feel like kids again with help from Mercedes-Benz.

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Bugatti, Armani join forces for active lifestyle capsule

Italian fashion label Giorgio Armani and French automaker Bugatti are teaming up to dress the man who seeks luxury in all areas of his life.

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