

NEWS BRIEFS

## Burberry, W magazine, Le Mridien and automobiles – Live news

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*Promotional image for W magazine model search*

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By STAFF REPORTS

### Balenciaga places high fashion in everyday scenarios for fall ads

French fashion house Balenciaga is revealing the first advertising campaign under newly instated creative director Demna Gvasalia.

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### Wealthier car buyers pick large vehicles, technology over prestige

When it comes to choosing a car, high earning Americans show some similar preferences to their less affluent counterparts.

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### Le Mridien properties included in HEI security breach

Two Le Mridien hotels are among the 20 affected properties in a payment card security incident within HEI Hotels & Resorts.

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### W magazine, Simon Malls launch nationwide model search

Simon Malls and Cond Nast's W magazine are teaming up to scout new modeling talent at shopping centers across the United States.

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### Burberry teases first see-now, buy-now campaign

British fashion house Burberry is offering a taste of its straight-to-consumer collection ahead of its runway debut Sept. 19.

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