

NEWS BRIEFS

Luxury market, Bergdorf Goodman, Safilo and Mercedes – News briefs

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Louis Vuitton cruise 2017 campaign

By STAFF REPORTS

Today in luxury marketing:

[Luxury houses back in vogue as sales recover](#)

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At the Muse Rodin in Paris on Monday evening, guests of designer Maria Grazia Chiuri's first Christian Dior couture collection were transported to a luscious fairytale garden, reports the Financial Times.

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[Out from the closet: Bergdorf unfurls Linda Fargo's fashion obsessions](#)

If you ever wanted to get an up close look into Linda Fargo's personal style, visit the upcoming shop-in-shop, "Linda's at Bergdorf Goodman," says Women's Wear Daily.

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[Safilo CEO says can weather potential LVMH loss](#)

Italian eyewear group Safilo can make up for the potential loss of design-to-distribution deals with French luxury group LVMH with new licenses and by expanding its own brands, its chief executive said on Friday, according to Reuters.

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[Mercedes redesign starts new lap with shark-tooth hatchback](#)

The last time Mercedes-Benz redesigned its lineup half a decade ago, it left rivals in the dust with flashier, curvier luxury cars that became the world's best sellers. Now the manufacturer's trying to keep the buzz going with a shark-tooth grille, per Bloomberg.

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