

NEWS BRIEFS

## Prada, T Magazine, Porsche, Emilio Pucci and Givenchy – Live news

April 5, 2017



*Emilio Pucci eyewear*

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By STAFF REPORTS

Luxury Daily's live news from April 4:

[Prada, Gucci opt for cruise shows closer to home](#)

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Diverting from the destination-centric trend in cruise runway shows, both Gucci and Prada are staging events in Italy for the upcoming season.

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[Porsche teams with Delta Private Jets to elevate connections](#)

Delta Private Jets is easing the transfer process for passengers through a service developed with Porsche.

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[Is Massimo Giorgetti leaving Emilio Pucci?](#)

Italian fashion house Emilio Pucci is rumored to be facing a break up with its creative director.

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[T Magazine taps bestselling novelist to helm style publication](#)

The New York Times has named Hanya Yanagihara the new editor of its T Magazine.

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[Burberry bottles up London nights in fragrance launch](#)

British fashion label Burberry is exploring a new facet of Mr. Burberry's personality in an intensified version of the scent released in 2016.

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### [Givenchy individualizes fragrance recommendations through messages](#)

French fashion house Givenchy is turning its latest beauty campaign into a two-way conversation with consumers in an attempt to personalize purchasing.

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### [Eastern European luxury consumers can now view ecommerce products in 3D](#)

Russian department store TSUM is letting consumers view online products in 3D before they buy.

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