

NEWS BRIEFS

Prada, Armani, Selfridges, Audi and Fendi Casa – Live news

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Armani's Frames ofLife campaign

By STAFF REPORTS

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[Mandarin Oriental enlists Jimmy Choo for nuptial experience](#)

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Mandarin Oriental, Singapore is sending brides down the aisle in style through a partnership with British footwear label Jimmy Choo.

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[Fendi opens space for furniture, home lines in first Fendi Casa flagship](#)

Italian fashion house Fendi is giving its home furnishings their own retail environment with the opening of its first Fendi Casa flagship.

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[Audi expands racing-inspired sport brand to US market](#)

German automaker Audi is giving U.S. consumers greater access to its motorsport-inspired collection, with eight new Audi Sport model launches planned for the market in the near future.

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[Selfridges campaign gets green light after ASA investigation](#)

British department store chain Selfridges is the latest brand to face a consumer complaint about a model's weight.

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[Prada looks toward omnichannel investment for maintainable growth](#)

While Prada Group saw signs of stabilization in the second half of the 2016 fiscal year, the Italian fashion company's revenues declined 10 percent for the full year.

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[Farfetch investigates future of luxury retail at inaugural conference](#)

Online retailer Farfetch is bringing together minds from the worlds of technology and fashion as it aims to further disrupt the luxury retail landscape.

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[BMW i focuses on sustainability and innovation for Coachella](#)

German automaker BMW is driving unique pushes leading up to an event that is heavily rooted in experiential innovation with a multifaceted campaign that spans digital and physical realms.

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[Armani's Frames of Life takes multimedia approach to eyewear marketing](#)

Italian fashion label Giorgio Armani's latest eyewear collection comes with a unique interactive digital experience in the form of a love story told through audio, video, branching paths and interactive photos.

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