

NEWS BRIEFS

## Safilo, Bulgari, Sferra, Este Lauder, Maserati, Vogue India and Balmain – Live news

May 4, 2017

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*Kendall Jenner fashion shoot for Vogue India May 2017, photographed by Mario Testino*

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By STAFF REPORTS

Luxury Daily's live news from May 3:

[Safilo partners with Marie Claire for second installment of #GetFramed campaign](#)



Safilo is bringing back its #GetFramed campaign from last year in the May issue of Marie Claire magazine.

[Click here to read the entire article](#)

[Bulgari uses geometry to flaunt non-traditional timepiece](#)

Italian jeweler Bulgari is thinking "out of the round" in a social media campaign for its men's Octo timepiece.

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[Sferra leverages Bloomingdale's for new-generation visibility](#)

Italian linen brand Sferra has unveiled a new shop-in-shop within retailer Bloomingdale's 59th Street flagship in New York.

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[Este Lauder's luxury brands see double-digit sales growth for Q3 2017](#)

Beauty conglomerate Este Lauder Cos. has reported strong sales and earnings in the third quarter of fiscal 2017.

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[Pre-owned Maserati models now available for purchase](#)

Italian automaker Maserati has launched a program to give aspiring owners of its vehicles the opportunity to purchase its automobiles through a certified pre-owned platform.

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[Mario Testino guest edits May collector's edition of Vogue India](#)

Cond Nast-owned Vogue India is celebrating 10 years in print with a guest-edited May issue.

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[Balmain, L'Oreal to release co-branded lipstick capsule](#)

French fashion house Balmain is working with beauty marketer L'Oreal Paris to enter the color cosmetics realm.

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