

NEWS BRIEFS

## European fashion brands, Cannes, Australia and Saks Fifth Avenue – News Briefs

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Source: Wall Street Journal

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By STAFF REPORTS

Today in luxury marketing:

[Europe's fashion brands expand in U.S. even as American stores close doors](#)

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U.S. retailers are closing stores at a record pace but that isn't keeping European brands away; H&M, Zara, Primark and Reiss push deeper into the American market

[Click here to read the entire article on Wall Street Journal](#)

[Cannes buzzes despite tightened security](#)

The festival was taking no chances for its 70th anniversary opening ceremony, with a constellation of stars in attendance.

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[Australia's newest hotel is bringing luxury to a little-known wine region](#)

Nestled among manicured grapevines in the heart of some of Australia's finest wine country, the luxurious new Jackalope Hotel brings sophisticated accommodations to out-of-the-way Mornington Peninsula. Located an hour's drive from the heart of Melbourne, the boutique hotel is the brainchild of entrepreneur and filmmaker Louis Li, who created the property with an eye toward generating memories rather than just a place to stay.

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[Saks Fifth Avenue gets a makeover](#)

As more and more customers take to virtual shopping, Saks Fifth Avenue is betting big that there's simply no substitute for being there. That gamble includes the Collective, the recently overhauled 54,000-square-foot fifth floor of its Manhattan flagship, showcasing an assortment of contemporary and denim brands.

[Click here to read the entire article on New York Post](#)

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