

NEWS BRIEFS

Bulgari, Belstaff, Swiss watch exports, Childrensalon, Porsche and LVMH – Live news

May 26, 2017



Fendi sells its children's collections on Childrensalon

By STAFF REPORTS

Luxury Daily's live news from May 25:

[Bulgari extends Bella Hadid relationship to fragrance pillar](#)

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Model Bella Hadid is continuing her reign over luxury brand marketing through a newly inked partnership with Italian jeweler Bulgari.

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[Belstaff debuts Made in Japan sunglass line](#)

British apparel brand Belstaff is continuing its tradition of quality and innovation with the launch of its first eyewear collection.

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[Swiss watch export's April contraction less severe than expected](#)

For April 2017, a month with three fewer working days, the Swiss watch industry saw exports reach a figure of 1.5 billion Swiss francs, roughly equivalent to current U.S. exchange rates.

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[Childrensalon shortens purchase path to 2-click Instagram process](#)

Online children's wear retailer Childrensalon is bridging the gap between social discovery and commerce with the introduction of an Instagram shop.

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[Porsche produces its 1 millionth 911 model](#)

German automaker Porsche is taking viewers from one to 1 million units in celebratory videos dedicated to the 911 model.

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[LVMH whittles down tech finalists from more than 500 submissions](#)

French luxury goods conglomerate LVMH has named 32 finalists for its inaugural LVMH Innovation Award.

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