

NEWS BRIEFS

## Balenciaga, Herms, Vogue, Mulberry, Jaguar and Bergdorf Goodman – Live news

May 30, 2017



*Hermsmatic pop-up shop*

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By STAFF REPORTS

Luxury Daily's live news from May 26:

[Balenciaga downplays Parisian chic for fall/winter 2017](#)

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French fashion house Balenciaga is continuing its pared-down approach to high-fashion advertising for fall/winter 2017.

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[Herms pop-up gives vintage silk scarves some TLC](#)

French leather goods maker Herms is bringing its pop-up laundromat to New York's Meatpacking District.

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[Vogue beauty director picks "petal-perfect products" for limited-edition Birchbox](#)

Cond Nast-owned fashion publication Vogue is the latest brand collaborator to align with beauty subscription service Birchbox.

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[Mulberry to try direct-to-consumer commerce model](#)

British apparel and accessories maker Mulberry is the latest brand to consider a see-now, buy-now format.

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[Jaguar's SVO investment pays off as limited-edition supercar comes to fruition](#)

British automaker Jaguar will limit its most-powerful supercar to date to only 300 units worldwide.

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[Bergdorf, ITC team to bring small Italian labels visibility](#)

New York department store Bergdorf Goodman is helping small and under-the-radar Italian brands gain exposure with a multichannel activation.

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