

NEWS BRIEFS

## De Beers, JD.com, LVMH, Ritz-Carlton and Dior – Live news

June 6, 2017



*The new video campaign for Baby Dior markets kids clothes but is focused on the adults who will pay for them*

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By STAFF REPORTS

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French conglomerate Mot Hennessy Louis Vuitton has added a new hire as the company furthers its digital efforts.

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[De Beers puts focus on sustainability in Harrods store remodel](#)

British jeweler De Beers is bringing its new store concept to London with the makeover of its Harrods boutique.

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[Dior aims for balance between targeting kids, parents for children's collection](#)

French apparel and accessories brand Christian Dior is keeping the focus on children while actively targeting parents' wallets with a new video campaign for its autumn/winter 2017-2018 Baby Dior collection.

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