

NEWS BRIEFS

## Armani, Balenciaga, Moschino, Bang & Olufsen, DPA and Chanel – Live news

June 8, 2017



*Emporio Armani ad campaign. Image credit Armani*

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By STAFF REPORTS

Luxury Daily's live news from June 7:

[Moschino takes cartoon inspiration for charitable capsule](#)

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Italian fashion label Moschino is aligning with television network Nickelodeon to support the fight against AIDS.

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[Balenciaga extends New York reach to uptown crowd](#)

Kering-owned label Balenciaga is bringing its new store concept to New York's Upper East Side with the opening of a new Madison Avenue boutique.

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[Diamond Producers Association quadruples marketing budget for 2017](#)

Following an advertising push in 2016, the Diamond Producers Association has increased its marketing budget for 2017 to \$57 million.

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[Armani launches student design contest alongside BFC](#)

Italian fashion designer Giorgio Armani is lending his support to up-and-coming design talent with the creation of a collegiate competition.

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[Chanel boasted most free publicity among luxury labels in March](#)

French fashion house Chanel's fall/winter 2017 fashion show alone gave the brand more than \$7 million worth of earned media, as the space travel-themed spectacle got influencers posting.

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[Bang & Olufsen teams with Apple for home audio solution](#)

Danish consumer electronics maker Bang & Olufsen is partnering with Apple to simplify multi-room audio.

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[Who What Wear answers these questions on a smaller device](#)

Online ecommerce publisher Who What Wear is taking its fashion expertise to handheld devices with a new mobile application.

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[Encore rolls out programmatic service targeting niche luxury buyers](#)

Agency Encore Digital Media is launching a programmatic advertising solution designed specifically with luxury brands in mind.

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