

NEWS BRIEFS

IWC, Brioni, Tod's, Krug, Balenciaga, Dolce & Gabbana and fragrances – Live news

June 16, 2017



Chiara Ferragni of The Blonde Salad worked with Tod's on a capsule. Image credit: Tod's

By STAFF REPORTS

Luxury Daily's live news from June 15:

[IWC taps international influencers to flaunt feminine timepieces](#)

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Swiss watchmaker IWC Schaffhausen is boosting the visibility of a mysterious new campaign with the help of a bevy of influencers.

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[Brioni names new creative director to reinforce, invigorate brand tradition](#)

After months without a creative director, Kering-owned menswear brand Brioni has appointed Nina-Maria Nitsche to the vacant position.

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[Tod's adds Chiara Ferragni's personal touch for Gommino capsule effort](#)

Social influencer and blogger Chiara Ferragni of The Blonde Salad is showing how much she loves Italian leather goods brand Tod's through a collaborative effort.

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[Krug pairs rustic cooking and bubbly for outdoor festival](#)

French Champagne house Krug is headed into the British wilderness for an evening of craftsmanship and experience on The Grange in Hampshire.

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[Balenciaga hosts Colette residency with vinyl, manicures and fashionable goods](#)

French fashion house Balenciaga will become the first brand to host a full takeover of Parisian boutique Colette's

ground floor.

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[Dolce & Gabbana kicks off sneaker boutique opening with in-store personalization](#)

Italian fashion label Dolce & Gabbana is placing emphasis on its footwear category with the opening of a dedicated sneaker boutique in Milan.

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[Leading with emotional connection boosts female fragrance engagement metric](#)

Female consumers in the United States are 35 percent more likely than their male counterparts to select a fragrance based on mood, causing an emotional tie to her preferred scent.

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