

NEWS BRIEFS

Jean Paul Gaultier, French Fashion Federation, Kenzo, Lungarno Collection, Harvey Nichols and Vogue – Live news

July 3, 2017



Lungarno Collection's Hotel Continentale in Florence. Image credit: Lungarno Collection, photo by @RealFashionist

By STAFF REPORTS

Luxury Daily's live news from June 30:

[Jean Paul Gaultier evokes scandalous home videos in new fragrance campaign](#)

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French fashion label Jean Paul Gaultier is promoting its latest fragrance, Scandal, with a voyeuristic paparazzi-themed campaign on social media.

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[French Fashion Federation updates name, logo for 21st century](#)

The French Fashion Federation has shortened its name for clarity and to reflect its openness to fashion's new frontiers.

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[Kenzo World receives 8 awards, including Titanium Lion at Cannes Lions](#)

LVMH-owned fashion label Kenzo was awarded a "pride" of Cannes Lions for its Spike Jonze-directed fragrance effort for Kenzo World.

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[Ferragamo's Lungarno Collection to educate on "Made in Italy" hospitality](#)

Students with an interest in the luxury tourism sector will now learn firsthand through an educational partnership between Rome's LUISS Business School and Italian hotelier the Lungarno Collection.

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[Harvey Nichols goes all-American for in-store activation](#)

British department store Harvey Nichols is taking its United Kingdom-based consumers on a transatlantic adventure to the United States.

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[Pairing print with online units results in ad uplift of 53pc, spurs sales: Vogue, YouGov](#)

As media has evolved to include digital content, trusted connections have become all the more important with social media bolstering the reader publication relationship.

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