

NEWS BRIEFS

## Saks, YSL Beauty, Porsche, Hudson's Bay, Four Seasons, Coldwell Banker and Beverly Hills – Live news

August 3, 2017



Exterior of Saks Fifth Avenue. Image credit: Saks Fifth Avenue

By STAFF REPORTS

Luxury Daily's live news from Aug. 2:

[YSL Beauty taps influence of "authentic trendsetter" Zo Kravitz](#)

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French fashion house Saint Laurent's beauty label is expanding ambassador Zo Kravitz's influence to a global platform.

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[Coldwell Banker keeps agents up-to-date with Alexa](#)

Coldwell Banker Real Estate is launching an on-the-go resource for agents to follow real estate news.

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[Beverly Hills turns shopping into a nighttime affair in summer series](#)

Chanel and Burberry are among the luxury labels extending their hours in Beverly Hills, CA this August.

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[Saks brings Disney cinema history in-store for the holidays](#)

Department store chain Saks Fifth Avenue is teaming up with Disney to celebrate an animated classic this holiday season.

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[Porsche fetes manufacturing milestone with local stunt](#)

German automaker Porsche is revealing the 1 millionth 911 with a gesture of thanks toward its factory hometown of

Stuttgart.

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[Hudson's Bay facing pressure to rethink real estate](#)

A shareholder of Saks Fifth Avenue parent Hudson's Bay Company is publicly calling for changes in how the organization uses its building assets.

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[Four Seasons touts novel experiences and human connection in new film](#)

Four Seasons Hotels and Resorts is emphasizing its capacity to help customers discover new experiences in a short film shared across the hotelier's social media channels.

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