

NEWS BRIEFS

## Marni, John Varvatos, Zenith, Tamara Mellon, Poltrona Frau, Miele and Dream Cruises – Live news

August 7, 2017



*Tamara Mellon's contest centers on a helicopterride. Image credit: Tamara Mellon*

By STAFF REPORTS

Luxury Daily's live news from Aug. 4:

[Tamara Mellon creates opportunity for elevated shoefies in contest](#)

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Footwear label Tamara Mellon is reaching out to fearless females with an experience that takes fashion to new heights.

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[Poltrona Frau races for post-earthquake renovations](#)

Italian furniture maker Poltrona Frau is giving back to its local community through sport.

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[Marni Market debuts in US at South Coast Plaza](#)

As part of its 50th anniversary celebrations, shopping center South Coast Plaza is hosting a charitable pop-up from Italian label Marni.

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[Dream Cruises launches boutique hotel experience at sea](#)

Dream Cruises is creating a VIP experience for travelers in Asia with a Dream Palace concept.

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[John Varvatos casts modern "Renaissance man" Machine Gun Kelly in campaign](#)

U.S. menswear label John Varvatos is speaking to its rock n' roll aesthetic with a fall/winter 2017 advertising

campaign starring a multihyphenate performer.

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[Zenith sponsors Gentleman's Ride to spur awareness for men's health and wellness](#)

Swiss watchmaker Zenith is sponsoring the 2017 Gentleman's Ride, an annual motorcycle-themed fundraiser to raise awareness and money to help prevent prostate cancer and suicide among men.

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[Miele showcases state-of-the-art innovation with "Kitchen of the Future"](#)

German appliance maker Miele is teaming with Hearst's Good Housekeeping to adapt to the new manner in which people are consuming food with futuristic kitchen concept.

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