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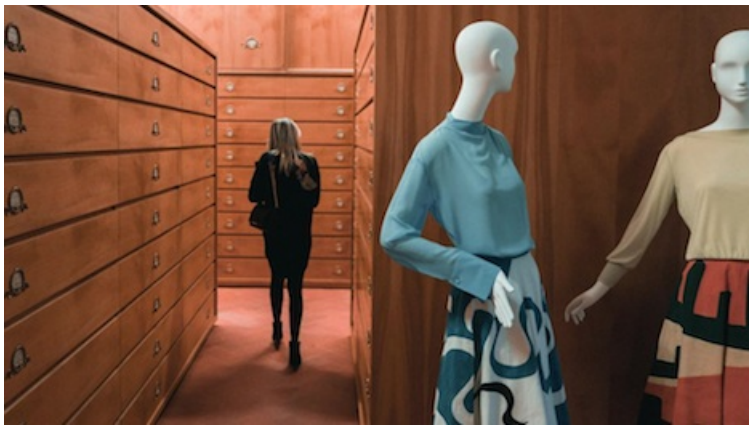
NEWS BRIEFS

Millennials, LVMH, Marc Jacobs, W Magazine, Porsche Design and Ritz-Carlton, Cleveland – Live news

December 4, 2017



Palazzo Pucci is the historic home of Emilio Pucci and now also IME's Italian headquarters. Image credit: LVMH

By STAFF REPORTS

Luxury Daily's live news from Dec. 1:

Engaging millennials requires building authentic relationships based on shared values

NEW YORK Millennials are the most important segment for brands to connect with today, and doing so requires reengineering how brands think about their relationships with customers.

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LVMH inaugurates Italian IME headquarters within Palazzo Pucci

Due to the number of Italian brands within its stable, French luxury conglomerate LVMH is expanding its Institut des Mtiers d'Excellence (IME) program in Italy.

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Marc Jacobs, Naomi Campbell raise proceeds for UNAIDS

U.S. fashion designer Marc Jacobs and British supermodel Naomi Campbell are getting straight to the point in the fight against HIV.

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W Magazine takes collectible approach to print

Cond Nast-owned W Magazine has announced plans to scale back circulation of its printed property in an effort to make print more luxurious.

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Porsche Design melds synergies of lifestyle, automotive in new retail concept

Lifestyle brand Porsche Design has unveiled its first concept store in the United States at high-end shopping

destination South Coast Plaza in Costa Mesa, CA.

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Ritz-Carlton, Cleveland expresses civic pride as hotel reopens

The Ritz-Carlton is demonstrating its longstanding relationship with Cleveland as the hotel relaunches following an 18-month renovation.

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