

NEWS BRIEFS

Societal causes, Chlo, Nordstrom, Moncler, F.P. Journe and Printemps – Live news

January 11, 2018



Video still of Chlo's spring/summer 2018 campaign. Image credit: Chlo

By STAFF REPORTS

Luxury Daily's live news from Jan. 10:

[Luxury makes direct connection to social media users via societal causes](#)

New research shows that consumers are more likely to be loyal to brands who share their core values on social issues, making luxury marketers' reliance on a philanthropic image highly important.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

[Click here to read the entire article](#)

[Chlo struts, steps and sits for Natacha Ramsay-Levi debut](#)

French fashion house Chlo is introducing its new creative director's debut campaign for spring/summer 2018 in seven takes.

[Click here to read the entire article](#)

[Nordstrom holiday 2017 sales boosted by Nordstrom Rack](#)

Seattle-based department store chain Nordstrom saw a 2.5 percent increase in net sales for the nine weeks ended Dec. 30, 2017 compared to the prior year-ago period.

[Click here to read the entire article](#)

[Moncler, UNICEF team to bundle up children in need for winter](#)

Outerwear label Moncler is helping children in need of warm, winter coats through a project with UNICEF.

[Click here to read the entire article](#)

[Printemps touts France's culinary savoir-faire in food hall opening](#)

French department store Printemps is showing its got good taste in the literal sense with the opening of the Printemps du Got food halls.

[Click here to read the entire article](#)

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.