

NEWS BRIEFS

## Day's wrap: Millennials, values, the CFDA, Le Bon Marché, Rimowa, Brioni and Versace

January 18, 2018



*Donatella Versace's Jack Russell, Audrey. Image credit: Versace*

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By STAFF REPORTS

Luxury Daily's live news from Jan. 18:

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### [Le Bon Marché stages optical illusions to challenge reality](#)

LVMH-owned retailer Le Bon Marché Rive Gauche is challenging the perceptions of time and space in its central atrium with a work by a visual artist and illusionist.

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### [Rimowa stresses functionality in logo, branding update](#)

German luggage manufacturer Rimowa is launching a new brand identity as it readies to celebrate 120 years in business.

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### [Brioni continues "tailoring legends" in Harvey Keitel campaign](#)

Kering-owned menswear brand Brioni has tapped a longtime client for its spring/summer 2018 advertising campaign.

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### [Versace introduces Donatella's pup for Lunar New Year](#)

Italian fashion house Versace is accessorizing for the 2018 Lunar New Year with help from a four-legged companion.

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