

NEWS BRIEFS

Day's wrap: Balmain, Pomellato, Pernod Ricard, Phillips, Shiseido and recalls

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Balmain's 44 Franois Premier collection. Image credit: Balmain

By STAFF REPORTS

Luxury Daily's live news from Jan. 24:

[Pomellato taps Chiara Ferragni as ambassador](#)

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Kering-owned jeweler Pomellato has picked Italian influencer and entrepreneur Chiara Ferragni as its latest face.

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[Pernod Ricard champions responsible drinking through student outreach](#)

Wine and spirits group Pernod Ricard is raising awareness for the dangers of excessive imbibing through a renewed partnership with Erasmus Student Network.

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[Shiseido creates space for brand hospitality in remodeled flagship](#)

Japanese beauty marketer Shiseido has opened its newly expanded store in Tokyo's Ginza neighborhood, which includes spaces for both cosmetic sales and brand experiences.

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[Phillips appoints Cathy Elkies chief marketing and business development officer](#)

Looking to further its growth trajectory, auction house Phillips has hired Cathy Elkies to oversee its marketing and business development.

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[Balmain honors house history via couture collection](#)

French fashion label Balmain is responding to demand for more red carpet styles with a new line.

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[Luxury brands are not immune to recall repercussions](#)

German automotive corporation Daimler's sweeping recall now extends to the Aston Martin brand, but getting ahead of necessary repairs and going above and beyond for drivers may save the British automaker's luxury image.

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