

NEWS BRIEFS

Day's wrap: Herms, Nordstrom, David Yurman, LVMH, Kenzo and Lexus

March 21, 2018



Britney Spears is the latest face of Kenzo. Image courtesy of Kenzo

By STAFF REPORTS

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Luxury Daily's live news from March 21:

[Kenzo casts "queen of denim" Britney Spears in ad campaign](#)

French fashion label Kenzo is marketing an archive-driven collection with an advertising effort that brings together icons of design, photography and pop culture.

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[Nordstrom ends privatization talks with Nordstrom family](#)

The Nordstrom family's negotiations to buy out the outstanding shares of common stock in Nordstrom, Inc. have been terminated by members of the company's board.

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[LVMH, Tesla, Richemont among workers' most desired employers](#)

LVMH is the most attractive employer among the France workforce, while Amazon takes the top spot for U.S. workers, according to data released by LinkedIn.

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[Herms' profitability reached record high in 2017](#)

French fashion group Herms increased its net profit by 11 percent in 2017.

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[David Yurman appoints Carol Pennelli president](#)

U.S. jeweler David Yurman has named Carol Pennelli as its new president, placing her in charge of all operations aside from design and creative.

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[Lexus highlights diversity in multilingual RX L campaign](#)

Toyota Corp.'s Lexus is taking a multicultural approach to marketing its newest model, emphasizing the universal nature of the car and the brand's burgeoning Latin American audience.

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