

NEWS BRIEFS

Day's wrap: Louis Vuitton, Jaguar Land Rover, Moschino, HBC and BMW

April 16, 2018



Ms. Amfiteatrof will design jewelry and oversee the design of all watches. Image credit: LVMH

By STAFF REPORTS

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Louis Vuitton looks to revitalize jewelry line with new artistic director

French fashion house Louis Vuitton is shaking up its jewelry strategy with the appointment of a new artistic director of the brand's watch and jewelry lines.

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Jaguar Land Rover lays off 1K workers due to slumping sales

British auto manufacturer Jaguar Land Rover is laying off 1,000 people from its factories in the United Kingdom, significantly cutting down the workforce in its home market.

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Moschino turns to Instagram to debut H&M collaboration during Coachella

Italian fashion brand Moschino is partnering with fast-fashion giant H&M for an accessible collection designed by the label's creative director Jeremy Scott.

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HBC hires new CMO in wake of data breach

Hudson's Bay Company, owner of retailers Saks Fifth Avenue and Lord & Taylor, is taking its marketing in a new direction with the appointment of a new chief marketing officer.

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BMW integrates sustainability into art with out-of-home push

German automaker BMW is using cutting-edge themes for out-of-home advertising, returning as the sponsor for an art event with an environmentally friendly and artistic stance.

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