

NEWS BRIEFS

Day's wrap: Este Lauder, BMW, Mr Porter, Balenciaga, The Modist and Le Clos

April 25, 2018



Este Lauder's parental benefits also extend to adoption assistance. Image credit: Este Lauder

By STAFF REPORTS

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Luxury Daily's live news from April 25:

Este Lauder extends parental leave benefits for employees to 20 weeks

Beauty group Este Lauder Companies is rolling out a comprehensive host of new family-related initiatives to improve the lives of its employees, the company announced April 25.

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BMW previews new model in mobile racing game

German automaker BMW is working with game developer Zynga to introduce the BMW M2 Competition model to Zynga's augmented reality mobile racing game CSR Racing 2.

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Mr Porter hires Chris Wallace as new US editor

Online menswear retailer Mr Porter has undergone a change of leadership in North America with the appointment of a new U.S. editor.

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Balenciaga, Gucci, Vetements top Lyst rankings of "hottest brands"

According to the latest Lyst Index, Prada's pivot towards streetwear is panning out for the Italian label, leading it to significantly jump in the rankings as a trending brand.

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The Modist launches its own label, Layeur

Online retailer The Modist is responding to the need for fashionable modest pieces by introducing its own private label.

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Le Clos sells most expensive whisky ever recorded for \$1.2M

Dubai-based retailer Le Clos just set a world record for whisky sales by selling two bottles of The Macallan for \$1.2 million.

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