

NEWS BRIEFS

Day's wrap: Hennessy, Rimowa, Fendi, Bottega Veneta, WSJ, Toyota and Chanel

June 13, 2018



Hennessy collaborates with Alexandre Farto. Image credit: Hennessy

By STAFF REPORTS

Luxury Daily's live news from June 13:

[Hennessy rolls out eighth artist collaboration with limited-edition bottle](#)

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LVMH's Hennessy is partnering with a street artist for a limited-edition collaboration that takes the art to its bottles.

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[Rimowa, Fendi build on previous relationship with new luggage flair](#)

German luggage label Rimowa is continuing its collaboration with Italian fashion house Fendi for specialty luggage.

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[Bottega Veneta parts ways with Tomas Maier](#)

After an almost two-decade-long tenure, Italian fashion brand Bottega Veneta's creative director is exiting the brand.

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[Wall Street Journal's new brand council to tackle digital metrics' credibility](#)

Lexus has become one of three advertisers to join The Wall Street Journal's newly launched WSJ Brand Council that claims to be working with leading chief marketing officers to develop new ad concepts.

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[Toyota invests in the future via ride-sharing app](#)

Lexus owner Toyota Corp. is looking to up its mobility services, competing with contemporaries such as Audi, through its investment into Southeast ride-hailing service Grab.

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[Chanel opens rooftop game club to promote Rouge Coco](#)

French fashion label Chanel is combining gaming arcades, makeup testing and musical performances in a summer pop-up.

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