

NEWS BRIEFS

Ferragamo, Harrods, LVMH, Moschino, Armani, millionaires and Furla – Live news

June 29, 2018



Edun is closing down. Image credit: Edun

By STAFF REPORTS

Luxury Daily's live news from June 28:

[Furla taps influencers to lead fall campaign](#)

Italian fashion label Furla is taking a digital-first strategy for its fall/winter 2018 campaign by casting a handful of influencers as the spokesmodels for the season.

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[Moschino courts Chinese consumers with Luxury Pavilion debut](#)

Italian fashion label Moschino is looking to grow its presence among Chinese millennials by launching a shop on Alibaba's Tmall Luxury Pavilion.

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[LVMH parts ways with Edun as label ceases US operations](#)

Conglomerate Mot Hennessy Louis Vuitton is selling its minority stake in sustainable fashion label Edun back to founders Bono and Ali Hewson.

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[Harrods' chief merchant Helen David steps down](#)

British department store Harrods' chief merchant Helen David is leaving the retailer after 10 years.

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[Ferragamo hires CMO to aid brand relaunch](#)

Italian fashion group Salvatore Ferragamo has appointed Riccardo Vannetti as its new chief marketing officer.

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[Armani Beauty's narrative approach to its dual scents returns](#)

Giorgio Armani Beauty is bringing back two young lovers as an embodiment of its dual scents in a new installment of an episodic series.

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[Bay Area home to most homeowners turned millionaires: PropertyShark](#)

Real estate investments before the start of the 21st century have created a new group of millionaires, according to a new report by PropertyShark.

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