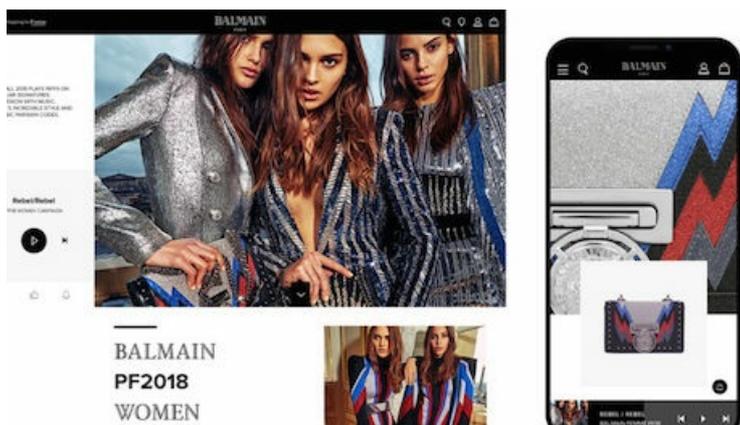


NEWS BRIEFS

Day's wrap: Balmain, Cond Nast, Bentley, Calvin Klein, Versace and Secoo

July 16, 2018



Balmain.com will be managed by YNAP. Image credit: Balmain

By STAFF REPORTS

Luxury Daily's live news from July 16:

Balmain relaunches Web site with help of YNAP

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French fashion house Balmain has relaunched its digital platform Balmain.com, which is now powered by Yoox Net-A-Porter.

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Cond Nast rumored to be shutting down W Magazine in cost-cutting measure

Cond Nast, publisher of numerous luxury magazines, is rumored to looking at deep restructuring efforts including the potential closing of *W Magazine*.

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Bentley honors founder's legacy with limited-edition Mulsanne

British automaker Bentley is ramping up its milestone centennial celebrations with the release of a limited-edition vehicle.

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Calvin Klein debuts new fragrance campaign starring Lupita Nyong'o and Saoirse Ronan

Calvin Klein is unveiling its latest fragrance campaign for Calvin Klein Women featuring the faces of award-winning actresses Lupita Nyong'o and Saoirse Ronan.

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Versace creates longest-ever advertising image in inventive campaign

Italian fashion brand Versace has put an inventive spin on the photo campaign with the world's longest advertising

image for its fall/winter 2018 effort.

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Secoo partners with textile conglomerate Ruyi Group for streamlined fashion production

Chinese ecommerce platform Secoo is continuing its long string of global partnerships by working with Chinese textile conglomerate Shandong Ruyi Group to expand its fashion production capabilities.

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