

NEWS BRIEFS

## Day's wrap: Bottega Veneta, Ferragamo, Fendi, Lancme, BMW and Marriott

July 18, 2018



*Bottega Veneta's September show is cancelled. Image credit: Bottega Veneta*

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By STAFF REPORTS

Luxury Daily's live news from July 18:

Bottega Veneta cancels September fashion show after creative director switch

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Italian fashion house Bottega Veneta announced a new creative director last week, Daniel Lee, but the shakeup in the brand's leadership has caused it to cancel its upcoming show in September.

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Ferragamo joins with Polimoda for Master's in Shoe Design program

Italian fashion label Ferragamo is partnering with Italian fashion design school Polimoda for a new Master's in Shoe Design program.

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Fendi turns to famous families for Peekaboo campaign

Italian fashion brand Fendi is gathering famous families for a campaign that centers on its Peekaboo handbag.

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Lancme breaks Guinness World Record with makeup stunt

French beauty brand Lancme has just broken a Guinness World Record for the "most people matched with foundation in eight hours."

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BMW combines ride hailing and car sharing in ReachNow app

BMW's car sharing application ReachNow has just introduced a new feature making it the first app to allow both ride hailing and car sharing in one.

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Marriott International to eliminate the use of plastic straws

Hotel group Marriott International has become the latest in a long line of businesses to ban disposable plastic straws.

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