

NEWS BRIEFS

## The RealReal, Mandarin Oriental, Ferragamo, Ralph Lauren, Vogue and Dior – Live news

August 1, 2018



*The RealReal opens in LA. Image credit: The RealReal*

By STAFF REPORTS

Luxury Daily's live news from July 31:

### [The RealReal comes to Los Angeles](#)

Luxury consignment platform The RealReal is opening a consignment shop on the West Coast for the first time.

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### [Mandarin Oriental opens in Lake Como](#)

Hospitality chain Mandarin Oriental Hotel Group is expanding its high-quality service into Lake Como, Italy.

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### [Ferragamo appoints 20-year Kering vet as CEO](#)

Italian fashion label Salvatore Ferragamo has appointed a new CEO to turn around its business.

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### [Ralph Lauren sees rise in revenue after pivoting to elevate its luxury status](#)

U.S. fashion label Ralph Lauren has reported that its shares have risen 5 percent after it debuted a new business strategy.

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### [Vogue brings diversity behind the lens, thanks to a popular performer](#)

Cond Nast's Vogue is looking to embrace diversity within its own business, as it hires its first black cover photographer in its 126-year life span.

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[Dior continues push towards fragrance with online launch](#)

French fashion house Christian Dior has brought its new fragrance concept to its digital pages, expanding on the future of scent.

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