

NEWS BRIEFS

LVMH, Snapchat, Nordstrom, Saks, Amazon and Threads – Live news

August 20, 2018



LVMH conducted a review before making the decision. Image credit: Louis Vuitton

By STAFF REPORTS

Luxury Daily's live news from Aug. 17:

LVMH picks Dentsu as new primary North American media agency

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French luxury group LVMH is ending its decade-long relationship with Havas Media, moving its media buying business to Dentsu Aegis Network.

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Snapchat's struggles continue with 3M lost users in Q2

Social media platform Snapchat has been in a rough spot over the past few months, with its latest earnings report revealing that the company has lost 3 million daily active users in the last quarter.

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Nordstrom's Q2 better than expected thanks to strong digital sales

Department store chain Nordstrom performed better than expected in the second quarter of 2018, with a 7 percent increase in net sales.

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Saks Fifth Avenue debuts US fashion-themed window display

Department store chain Saks Fifth Avenue is giving a boost to the visibility of U.S. fashion brands with an "Americana" window display.

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[Amazon, Microsoft integrate voice assistants, share features across Alexa, Cortana](#)

Two major players in the digital world are joining forces as Amazon and Microsoft integrate their respective voice

assistants, Alexa and Cortana.

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Messaging app luxury boutique Threads completes \$20M funding round

London-based startup Threads has raised \$20 million for its luxury boutiques hosted entirely through messaging applications.

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