

NEWS BRIEFS

Lancme, newspapers, Michael Kors and Nordstrom – News briefs

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Image from Lancme's Monsieur Big campaign. Image credit: Lancme

By STAFF REPORTS

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Today in luxury:

[Influence peddler: Lancme pairs with Camila Coelho for first influencer product line](#)

Lancme is stepping into the realm of influencer product collaborations. The prestige makeup brand has teamed with Brazilian superinfluencer Camila Coelho on a line of 10 lipsticks called the L'Absolu Rouge collection, according to Women's Wear Daily.

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[The next great fashion trend is newspapers?](#)

On Monday, the New York Post caused a fracas across New York City as those in the know raced to get a copy. Yes, an actual ink-printed, hold-it-in-your-hands newspaper still has the power to cause a commotion. Delivery drivers reported that young people chased down their trucks. Other Post-seekers rose, well before sunrise, to snatch up copies by the bundle. Why? All for an advertisement, per Wall Street Journal.

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[Nike, Michael Kors at Risk in Trump's China trade war](#)

Boycotts and factory shutdowns? China's actions against South Korean firms in 2017 may be the model, writes Business of Fashion.

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[Nordstrom is using Los Angeles as testing ground for new retail strategies](#)

Nordstrom is building out new retail strategies that will drive sales and promote customer loyalty, and it's using its largest market, Los Angeles, as a test bed, per Glossy.

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