

NEWS BRIEFS

Marchesa, streetwear, Amazon and perfume – News briefs

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Marchesa pre-fall 2018. Image credit: Marchesa

By STAFF REPORTS

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Today in luxury:

[Bouncing back? Marchesa could make a comeback at Emmys](#)

After months out of the spotlight, Marchesa could be poised to make a comeback at the Emmy Awards next month, writes Women's Wear Daily.

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[How streetwear is influencing a new era of luxury fashion](#)

Ever since Virgil Abloh, streetwear designer slash Kanye confidante, was appointed artistic director of Louis Vuitton in March, the fashion world can't seem to stop talking about how the industry is being turned on its head. As graphic T-shirts are beginning to hold a higher value than Italian leather, the definition of "luxury" has become an elusive concept, per Adweek.

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[Amazon starts selling fashion, sportswear in Brazil](#)

It will offer over 300,000 products ranging from Havaianas flip flops to Levi's jeans, as well as some local high-end fashion brands, according to Business of Fashion.

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[Perfume shoppers are moving away from gender-specific scents](#)

The old "rule" of citrus scents for summer and woody ones for winter is vanishing. In fact, even the traditional

cologne-perfume divide is changing, with more high-end fragrances being made to appeal not only for every season but also every sex, reports Bloomberg.

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