

NEWS BRIEFS

## Day's wrap: Browns, Waldorf Astoria, Mercedes, Balmain, Bloomingdale's and Concours

August 31, 2018



Balmain's CGI army. Image credit: Balmain

By STAFF REPORTS

Luxury Daily's live news from Aug. 31:

[Bloomingdale's puts lens on personal style in fall campaign](#)

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Department store chain Bloomingdale's is encouraging consumers to mix and match their wardrobes and home dcor in an effort that focuses on style as a means of self-expression.

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[Balmain enlists virtual faces as brand spokesmodels](#)

French fashion house Balmain is the latest luxury brand to cast computer-generated models in its marketing, pointing to a growing trend of virtual ambassadors.

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[Fred Segal brings Browns to the US in experiential pop-up](#)

British fashion boutique Browns is opening its first international shop with a temporary outpost at Los Angeles' Fred Segal.

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[Mercedes-Benz looks to entertain with A-Class TV appearance](#)

German automaker Mercedes-Benz is linking up with British television series "The X-Factor" to prove the star power of its A-Class sedan.

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### [Waldorf Astoria opens first hotel in Southeast Asia](#)

Hilton's Waldorf Astoria Hotels & Resorts is bringing its hospitality brand to Bangkok, Thailand.

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### [Concours of Elegance closes out summer's automotive festivals](#)

Britain's Concours of Elegance will bring together some of the world's rarest cars at Hampton Court Palace as a busy summer for auto enthusiasts draws to a close.

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