

NEWS BRIEFS

## Dior, HBC, Balenciaga, Facebook, Maserati, Roberto Cavalli and Lexus – Live news

September 12, 2018



*Roberto Cavalli's fall/winter 2018 ad campaign. Image credit: Roberto Cavalli*

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By STAFF REPORTS

Luxury Daily's live news from Sept. 11:

[Maserati gathers luxury partners for Cannes Yachting Festival](#)

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Italian automaker Maserati is giving yacht enthusiasts a firsthand look at its vehicles through a partnership with the Cannes Yachting Festival.

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[Roberto Cavalli heads to Florida for fall campaign](#)

Italian fashion label Roberto Cavalli is bringing its fall/winter 2018 collection into nature with an advertising campaign set in the outdoors.

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[Balenciaga tackles hunger through co-branded capsule](#)

French fashion house Balenciaga is teaming up with the United Nations' World Food Programme to fundraise through fashion.

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[HBC merges European business with Karstadt](#)

Saks Fifth Avenue parent company Hudson's Bay Company is looking to raise its profitability by joining forces with German retailer Karstadt.

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[Dior Homme to host debut pre-fall show in Tokyo](#)

French fashion house Christian Dior's menswear line is staging its first runway show for the pre-fall season later this

year.

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[Facebook looks to boost brand safety with publisher selection](#)

Social network Facebook is aiming to give brands greater control over where their advertisements run by expanding its program that allows marketers to pick which publishers they wish to align themselves with.

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[Lexus underscores connectivity in multicultural effort](#)

Toyota Corp.'s Lexus is emphasizing the connectivity of its new vehicles with a fresh campaign that also highlights the connections among drivers and their cars.

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