

NEWS BRIEFS

Day's wrap: Ssense, Michael Kors, Snapchat, SIHH, DVF and UBS

September 27, 2018



Ssense launches in China. Image credit: Ssense

By STAFF REPORTS

Luxury Daily's live news from Sept. 27:

[Ssense shoppable in English, French, Japanese and now Chinese](#)

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Online retailer Ssense is expanding with a new launch in China, now making its platform available in four different languages.

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[DFS to be exclusive seller for Michael Kors capsule](#)

LVMH-owned travel retailer DFS is working with Michael Kors to develop a special capsule collection exclusively available at the former's stores.

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[Snapchat unveils new ad capabilities](#)

Multimedia social application Snapchat has been working to gain a lead on other major platforms such as Instagram in the advertising game, and has now launched four new ad capabilities

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[Richard Mille, Audemars Piguet leave major watch trade show](#)

Richard Mille and Audemars Piguet are the latest luxury watch brands in the last few years to announce their withdrawal from major watch trade shows.

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[DVF expands digital offerings with 360 shopping feature](#)

U.S. fashion label Diane von Furstenberg is looking to make New York Fashion Week more immersive with a special

3D shopping experience.

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[Consumers expect more ecommerce options, personalization: UBS exec](#)

NEW YORK With ecommerce poised to be the third largest luxury market in the coming decade, retailers need to keep consumers as the focal point of their efforts, according to an executive from UBS.

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