

NEWS BRIEFS

Video marketing, Versace, luxury hotels and Instagram – News briefs

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Backstage at the Versus Versace RTW spring 2018 show. Image credit: Versace

By STAFF REPORTS

Today in luxury:

[Why video is the future of luxury brand marketing](#)

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Video has become the future of luxury brand marketing, thanks to the growing ecosystem of online influencers and the highly portable, interactive and viral nature of video today. In this article, let's take a look at these factors and why video is an effective medium for selling luxury brands, says Forbes.

[Click here to read the entire story on Forbes](#)

[Versace integrates Versus into Versace Jeans line](#)

Versus was first launched in 1989, but the company is now focused on the signature line and will revisit Versace Jeans, which is licensed to Swinger International, reports Women's Wear Daily.

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[Luxury hotels bring in more celebrity chefs in guest gigs](#)

In a day when exclusive access and intimate experiences are heralded over material goods, a meal prepared by world-class chefs in a spectacular setting is something luxury consumers are willing to travel for, according to Skift.

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[Instagram killed the fashion magazine. What happens now?](#)

The photo- and video-sharing app has replaced print magazines as the primary way people discover fashion, becoming the foundation on which the industry has built everything from new labels to a \$1.6 billion influencer economy. But change is coming, per Business of Fashion.

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