

NEWS BRIEFS

Day's wrap: Burberry, Dior, Mr Porter, Waldorf Astoria, Roberto Cavalli and retail

December 10, 2018



Roberto Cavalli for Kim Kardashian: Hollywood. Image courtesy of Roberto Cavalli

By STAFF REPORTS

Luxury Daily's live news from Dec. 10:

[Roberto Cavalli brings designs to Kim Kardashian's digital world](#)

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Italian fashion label Roberto Cavalli is making an appearance in the mobile game Kim Kardashian: Hollywood, enabling the brand to engage consumers through the virtual universe based on the namesake reality star's persona.

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[Waldorf Astoria makes Atlanta debut as hotel changes hands](#)

Hilton's Waldorf Astoria brand is making its entrance to the Atlanta, GA market as it takes up management of a former Mandarin Oriental hotel.

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[Dior taps Cara Delevingne as face of "avant-garde" lipstick](#)

French fashion label Dior is expanding model Cara Delevingne's spokesmodel duties to lipcolor.

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[Fashion players take on climate change with UN charter](#)

Burberry and Kering are among the fashion companies joining with UN Climate Change to tackle the industry's impact on the environment.

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[Mr Porter debuts AI style assistant for gifting help](#)

Online menswear retailer Mr Porter is looking to make gifting easier for shoppers by doling out gifting advice on Facebook Messenger.

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[Integrating planning processes helps retailers improve shopping experiences](#)

With retail models continuing to evolve, integrated planning processes are crucial for retailers who hope to successfully create omnichannel shopping journeys.

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