

NEWS BRIEFS

## Day's wrap: Neiman Marcus, fashion sales, Hearst, John Varvatos, Ulysse Nardin and Miu Miu

January 30, 2019



*Image from John Varvatos' spring campaign. Image credit: John Varvatos*

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By STAFF REPORTS

Luxury Daily's live news from Jan. 30:

[Hearst invests in branded content with new position](#)

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Media group Hearst has named Nicolas Neubeck as the first the creative director of its HearstMade branded content studio.

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[Ulysse Nardin backs ocean awareness mission](#)

Swiss watchmaker Ulysse Nardin is celebrating its ties to the sea by endorsing a voyage aimed at shedding light on the need for ocean conservation.

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[John Varvatos turns spring campaign into family affair](#)

U.S. menswear label John Varvatos is communicating a message of togetherness in an advertising campaign that stars a real family.

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[Neiman Marcus banks on beauty with Blvd partnership](#)

Department store chain Neiman Marcus is putting further emphasis on beauty as it rolls out new services in partnership with Hudson Blvd Group.

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## [Luxury fashion ecommerce spending on the rise](#)

Consumers are spending more on luxury apparel, footwear and accessories online, helping to drive a 50 percent increase in dollar sales in recent years.

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## [Miu Miu speaks to fighting for a dream with acting-themed short](#)

Prada's Miu Miu is examining war through a feminine lens in the latest edition in its Women's Tales series.

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