

NEWS BRIEFS

Day's wrap: Brioni, HBC, Moda Operandi, Bugatti, MatchesFashion and Lexus

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Brioni's spring/summer 2019 campaign. Image credit: Brioni

By STAFF REPORTS

Luxury Daily's live news from Feb. 11:

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Brioni taps into Hollywood's "next generation" for spring

Italian menswear label Brioni is expanding its celebrity ambassador pool by casting actor Armie Hammer in its spring/summer 2019 campaign.

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HBC, WeWork complete sale of Lord & Taylor Fifth Avenue building

Retail group Hudson's Bay Company has completed its sale of the iconic Lord & Taylor building in New York to WeWork Property Investors.

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Moda Operandi hires ecommerce expert for its CFO

Online retailer Moda Operandi has hired another financial veteran as it seeks to advance in the ecommerce space.

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Bugatti's Lego Chiron arrives in-person to Canadian Auto Show

French automaker Bugatti is now allowing fans to get up close and personal with one of its most unique models.

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MatchesFashion targets contemporary art fans with pop-up

Retailer MatchesFashion is popping up at contemporary art fair Frieze in its Los Angeles event, reflecting its recent permanent bricks-and-mortar launch.

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[Lexus fits its urban design with streetwear style](#)

Toyota Corp.'s Lexus is bringing fashion to an unlikely part of the car with a bespoke partnership.

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