

NEWS BRIEFS

## Day's wrap: Secoo, Herms, JD.com, Zegna, Mercedes and Tod's

February 15, 2019



*Tod's spring/summer 2019 campaign. Image credit: Tod's*

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By STAFF REPORTS

Luxury Daily's live news from Feb. 15:

[Tod's kisses spring hello with playful campaign](#)

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Italian fashion label Tod's is celebrating its heritage through an advertising campaign centered on a cultural code.

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[Herms paints picture of global flagship in podcast](#)

French fashion house Herms is delving into its iconic Parisian address in its first podcast series.

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[Zegna launches new retail concept in New York](#)

Italian menswear label Ermenegildo Zegna is inviting New York shoppers to discover its brand through a new Global Store.

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[JD.com, British Fashion Council join for international fashion platform](#)

The British Fashion Council and Chinese ecommerce giant JD.com are building on their existing relationship with the debut of a new strategic partnership.

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[Secoo hires former Swatch exec as watch and jewelry advisor](#)

Chinese retailer Secoo Group is looking to advance its jewelry and watch business with the hire of Michele Sofisti as strategic advisor for the category.

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### Mercedes gives the keys to special first-time driver

German automaker Mercedes-Benz is hoping to inspire drivers by helping a one-of-a-kind car lover get behind the wheel for the first time.

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