

NEWS BRIEFS

Secoo, Hermès, Gucci, JD.com, Zegna, Mercedes and Tod's – Live news

February 19, 2019



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

By STAFF REPORTS

Luxury Daily's live news from Feb. 15:

Gucci responds to sweater backlash with diversity initiatives

Italian fashion label Gucci is taking action following backlash surrounding a product that many viewed as racist.

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Tod's kisses spring hello with playful campaign

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

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Hermès paints picture of global flagship in podcast

French fashion house Hermès 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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