

NEWS BRIEFS

Day's wrap: Carolina Herrera, Wheels Up, LG Signature, Burberry, Fairmont and Google

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Karlie Kloss returns for Good Girl. Image credit: Carolina Herrera

By STAFF REPORTS

[Carolina Herrera shares tips for "good girls" through interactive effort](#)

U.S. fashion label Carolina Herrera is once again playing with the dynamics of femininity in an interactive campaign built around its Good Girl fragrance.

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[Wheels Up joins peers with entry-level private aviation tier](#)

Private aviator Wheels Up is looking to foster growth with the entry-level market, competing with its contemporaries and third parties who have the same goal.

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[LG Signature ambassadors predict metallic, cool tones for 2019](#)

Appliance and electronics brand LG Signature is working with its ambassadors to gain insight on the year ahead in the sectors, incorporating its own products.

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[Burberry the latest to apologize for offensive product](#)

British fashion label Burberry is the latest fashion brand to apologize after alienating some of its audience, with a nod to nautical gone wrong.

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[Fairmont's 90th year culminates with celebrations, renovations](#)

Hospitality group Fairmont Hotels and Resorts is celebrating the 90th birthday of one of its locations with a renovation.

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[Google uses artificial intelligence to style users](#)

Google's virtual assistant is furthering its competition with Amazon's Alexa through a fashion style feature.

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