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NEWS BRIEFS

Carolina Herrera, Wheels Up, LG Signature, Burberry, Fairmont and Google – Live news

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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 though a fashion style feature.

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