

NEWS BRIEFS

Day's wrap: Delvaux, Barneys, Harvey Nichols, Facebook, Phillips and Cunard

March 4, 2019



Delvaux's Madame Chaine bag is rethinking a classic. Image credit: Delvaux

By STAFF REPORTS

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[Delvaux features "modern day heroines" in handbag spot](#)

Belgian handbag house Delvaux is updating a classic and giving it an edgier aesthetic.

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[Barneys looks inside its own bag for new campaign](#)

Department store chain Barneys New York is highlighting what its brand means to consumers in a simple new campaign.

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[Harvey Nichols partnership results in limited-edition gin](#)

British department store chain Harvey Nichols is working with a gin maker for a special limited-edition, which is only available at its U.K. stores.

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[Facebook files suit to stop sales of fake followers](#)

With brands relying heavily on influencer marketing on social media today, the sale of fake followers poses a significant threat to those who gauge partners based on number of followers, causing Facebook to crack down on the practice.

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[Phillips continues mission to strengthen watch offerings](#)

Auction house Phillips is focusing on its watch authenticity and offerings with a strategic new hire.

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Cunard offers guests the chance to discover the world's oceans

Luxury cruise line Cunard has released the itinerary for its one-of-a-kind world voyage program, allowing interested guests to book this month almost two years in advance.

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