

NEWS BRIEFS

Chinese KOLs, Neiman Marcus, BMW, Roberto Cavalli, Harvey Nichols and WeChat – Live news

March 26, 2019



Chinese KOL Peter Xu at SIHH. Image credit: DLG

By STAFF REPORTS

Luxury Daily's live news from March 25:

[Chinese KOLs generate more than 23M impressions at SIHH](#)

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As trade shows in the watchmaking industry face questions of relevance, brands and organizations have been experimenting with ways to expand the reach of large-scale events.

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[Neiman Marcus executive departs for experiential retail](#)

Department store chain Neiman Marcus is losing its senior vice president Ken Downing, who spent 28 years with the company, to an experiential retail group.

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[BMW exhibition explores the fluidity between binary genders](#)

German automaker BMW is furthering its interest in art, bringing back an exhibition series for a third time with a look at the fluidity of gender.

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[Roberto Cavalli creative director leaves for other pursuits](#)

Italian fashion label Roberto Cavalli's creative director revealed via Instagram that he will be departing the brand to pursue other endeavors.

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[Harvey Nichols introduces blind tasting with one-night event](#)

British department store chain Harvey Nichols is leaning into experiential offerings with a special event tapping into the blind tasting trend.

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[WeChat expands globally with new offerings](#)

Chinese social media platform WeChat is ramping up cross-border efforts and worldwide expansion with new offerings for its payment program.

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