

NEWS BRIEFS

Day's wrap: Tamara Mellon, SK-II, Bang & Olufsen, McLaren, Tod's and Simon

March 26, 2019



Irina Shayk for Tod's. Image credit: Tod's

By STAFF REPORTS

Luxury Daily's live news from March 26:

[SK-II infuses humor into skincare series](#)

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Japanese beauty label SK-II is using comedy to educate consumers about its skincare in an entertaining format that aims to break out of the category's usual marketing formula.

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[Tamara Mellon aims to spark conversation around Equal Pay Day](#)

U.S. footwear label Tamara Mellon is leaning into the subject of pay equality with efforts surrounding the upcoming Equal Pay Day.

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[Bang & Olufsen revenues fall in Q3 amid transformation](#)

Danish electronics and audio company Bang & Olufsen's sales declined 18 percent in the third quarter of fiscal 2018-19, leading it to adjust its outlook for the year.

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[McLaren creates life-size Senna out of Legos](#)

British automaker McLaren is building an immersive and playful way for consumers to discover its Senna vehicle through a partnership with Lego.

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[Simon launches omnichannel outlet shopping extension](#)

Mall operator Simon is extending its outlet shopping experience online with the beta launch of an ecommerce site.

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[Tod's captures handbag connection in candid films](#)

Italian fashion label Tod's is exploring the relationship women have with their handbags in a series of shorts.

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