

NEWS BRIEFS

LVMH, YSL Beauty, Anya Hindmarch and Versace – News briefs

March 29, 2019



LVMH Group director Antoine Arnault signed an agreement with Sun Chenghai, representative of the Bureau of the China International Import Expo in Paris on March 25, 2019. Image credit: Gabriel de La Chapelle

By STAFF REPORTS

Today in luxury:

[China's CIIE 2019 luxury expo to include LVMH](#)

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While China's President Xi Jinping journeyed from the scenic Mediterranean town of Nice to the bright lights of Paris during his official visit to France, the Parisian fashion house LVMH Group announced a significant commitment to his home country. On March 25, LVMH director Antoine Arnault signed an agreement with the China International Import Expo (CIIE) Bureau stating the brand will participate in the next edition of the Chinese organization's trade show, CIIE 2019, which will take place from Nov. 5 to 10 at the Shanghai National Exhibition and Convention Center, says Jing Daily.

[Click here to read the entire story on Jing Daily](#)

[YSL Beauty hits the desert for debut Coachella pop-up](#)

YSL Beauty is tailoring its Beauty Hotel format to the desert. The beauty brand revealed today its first Coachella pop-up: an Instagram-friendly activation in California on Route 111 in Cathedral City, Palm Springs, says Women's Wear Daily.

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[Anya Hindmarch sold to Marandi Family](#)

Anya Hindmarch is parting ways with its long-time Qatari backer, after the companies reached an agreement to sell the luxury accessories brand to Iranian-born entrepreneur Javad Marandi and his wife, says Business of Fashion.

[Click here to read the entire story on BoF](#)

[Versace to showcase 2019 home collection with exclusive Milan exhibition](#)

Versace will unveil its 2019 home collection at the upcoming Salone Mobile furniture fair in Milan and is set to showcase the luxury goods with a special exhibition featuring artists Andy Dixon and Sasha Bikoff. The high-end range will encompass several themed lines that blend the label's rich Italian heritage with modern design, spanning across housewares and, for the first time, a selection of outdoor pieces, says HypeBeast.

[Click here to read the entire story on HypeBeast](#)

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