

NEWS BRIEFS

Missoni, Zegna, Marc Jacobs, WatchBox and YSL Beauty – Live news

April 25, 2019



Missoni's Adidas collaboration. Image credit: Missoni

By STAFF REPORTS

Luxury Daily's live news from April 24:

[Coty, Marc Jacobs renew long-term licensing deal](#)

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Beauty group Coty has renewed its licensing agreement with fashion label Marc Jacobs, extending their more than 10-year relationship.

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[WatchBox brings secondhand sales to Les Ambassadeurs](#)

Pre-owned timepiece seller WatchBox is growing its retail presence as Swiss watch retailer Les Ambassadeurs becomes an authorized dealer.

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[Zegna expands omnichannel strategy with Tmall store](#)

Italian fashion group Ermenegildo Zegna is growing its digital retail footprint with the launch of a store on Tmall's Luxury Pavilion.

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[Missoni gets active with Adidas collaboration](#)

Italian fashion label Missoni is translating its heritage into a running-themed collaboration with Adidas.

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[YSL Beauty geared up for Tmall's Super Brand Day with Palm Springs stop](#)

France's YSL Beauty used a Coachella pop-up to engage with Chinese consumers, creating a cross-continent push around the music festival.

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