

NEWS BRIEFS

## Day's wrap: Este Lauder, Dior, Bulgari, Saks, Trump Hotels and ad fraud

May 1, 2019



*Dior's menswear pop-up. Image courtesy of Dior*

By STAFF REPORTS

Luxury Daily's live news from May 1:

### [Bulgari takes SerpentiForm exhibit to Chengdu](#)

Italian jeweler Bulgari is exploring one of its signature motifs in an exhibit in Chengdu, China.

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### [Ad fraud decreasing despite increase in digital ad spend](#)

According to a new report from the Association of National Advertisers and White Ops, efforts to curb advertising fraud are working.

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### [Saks hosts beauty summit in experiential push](#)

As retailers look to make shopping more experiential, department store chain Saks Fifth Avenue is delving into beauty and wellness with an event that connects consumers with experts.

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### [Dior brings retro-futuristic runway show to retail with pop-ups](#)

French fashion house Christian Dior is bringing its fall 2019 men's collection to North American consumers through a series of pop-up shops.

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### [Este Lauder's net sales rose 11pc in Q3](#)

Beauty group Este Lauder Companies saw double-digit sales increases in the third quarter of fiscal 2019, with the Este Lauder, La Mer and Tom Ford Beauty lines key drivers of growth.

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### [Trump Hotels revamps loyalty program platform](#)

Hospitality brand Trump Hotels is rolling out a new Web site design for its loyalty program, looking to offer its members more benefits and rewards.

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