

NEWS BRIEFS

Farfetch, Kering, Givenchy, trade war, top brands and Maisonette – Live news

May 14, 2019



Givenchy's fall/winter 2019 campaign stars Ariana Grande. Image credit: Givenchy

By STAFF REPORTS

Luxury Daily's live news from May 13:

[Maisonette launches private label childrenswear line](#)

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Children's retail platform Maisonette has hired former Celine designer Karolina Petersson to helm its first foray into childrenswear.

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[US-China trade war escalates](#)

China is retaliating after the United States raised tariffs on \$200 billion worth of Chinese goods.

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[Givenchy casts Ariana Grande in fall ads](#)

French fashion house Givenchy is tapping pop-culture personality Ariana Grande for its fall/winter 2019 advertising campaign.

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[Kering sets animal welfare guidelines](#)

French luxury conglomerate Kering is looking to help its own companies and its peers improve their animal welfare through the release of open-source standards.

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[Farfetch aims to extend fashion lifespan with resale program](#)

As luxury retail and resale continue to converge, ecommerce platform Farfetch is entering the secondhand market with a handbag trade-in program.

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Brand backlash fails to dampen label popularity

Off-White eclipsed Gucci and Balenciaga to become the hottest brand in fashion in the first quarter of this year, according to data from Lyst.

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