

NEWS BRIEFS

Kering, Stella McCartney, HBC, Luxury Collection and Vivrelle – Live news

May 16, 2019



Vivrelle is bringing handbag rentals to SLS South Beach. Image courtesy of Vivrelle

By STAFF REPORTS

Luxury Daily's live news from May 15:

[HBC Foundation focuses on mental health](#)

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Saks Fifth Avenue owner Hudson's Bay Company is raising awareness and funds in support of mental health organizations, looking to improve services for the one in four people affected by mental illness.

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[Stella McCartney, Google partner for fashion sustainability project](#)

British label Stella McCartney is working with technology giant Google to help the fashion industry become more sustainable.

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[Hotel adds luxury handbags to amenities](#)

SLS South Beach in Miami is embracing the sharing economy by offering its guests access to handbags from brands such as Chanel and Louis Vuitton through a partnership with membership platform Vivrelle.

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[Kering raises minimum model age to 18](#)

French luxury conglomerate Kering is furthering its commitment to work responsibly with models by pledging to only work with talent that is 18 years of age and older.

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[Luxury Collection turns travel inspiration into accessories](#)

Marriott International's The Luxury Collection is teaming up with jewelry designer Mercedes Salazar to translate the

experience of Mexican travel into tangible goods.

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