

NEWS BRIEFS

Herms, Marc Jacobs, luxury branding and Prada – News briefs

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Marc Jacobs' partners with Miley Cyrus. Image credit: Marc Jacobs

By STAFF REPORTS

[Herms CEO talks makeup, crocodile skins, leather alternatives](#)

There will be color, teased Axel Dumas, chief executive officer of Herms International, revealing a few details about plans by the French luxury firm to launch a makeup line next year, per Women's Wear Daily.

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[Miley Cyrus and Marc Jacobs debut a "Don't f*ck with my freedom" hoodie benefitting Planned Parenthood](#)

Miley Cyrus has teamed up with Marc Jacobs to release a \$175 pink hoodie benefitting Planned Parenthood. The star announced the news on her Instagram Tuesday, using the hashtags #WomensRightsAreHumanRights and #DONTFUCKWITHMYFREEDOM, reports Elle.

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[At Kering and LVMH, corporate branding goes beyond the logo](#)

In an effort to earn the respect of demanding consumers and woo potential employees, fashion's biggest conglomerates are wrapping their portfolios in a unifying set of corporate principles, says Business of Fashion.

[Click here to read the entire story on Business of Fashion](#)

[Prada's Lorenzo Bertelli sees startups as path to innovation](#)

The Prada Group is sponsoring a Milan-based fashion-tech accelerator that is the first fashion-focused program from global startup network Startupbootcamp and one of the first public projects spearheaded by Prada Group scion Lorenzo Bertelli, who joined the family business as head of marketing and communications in 2017, according to Vogue Business.

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