

NEWS BRIEFS

## Day's wrap: Versace, Uber Copter, Trump Hotels, Dior and Valentino

June 7, 2019



*Quil Lemon's editorial for Ssense. Image courtesy of Ssense*

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By STAFF REPORTS

Luxury Daily's live news from June 7:

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**Versace links with Ssense for exclusive denim debut**

Italian fashion label Versace is working with Canadian-based retailer Ssense to launch its reborn Versace Jeans Couture line in North America.

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**Uber caters to affluent travelers with helicopter service**

Ride-hailing service Uber is acting on its mission to expand to the skies with a helicopter service that will allow affluents to travel quickly in New York.

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**Trump Hotels heightens summer fun for weekend travelers**

Hospitality brand Trump Hotels is ramping up offering at locations around the world to appeal to summer travelers.

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**Dior celebrates the art of its fragrance in Tokyo**

French fashion house Christian Dior's Parfums division is focusing on its iconic Miss Dior scent, which was created by the brand's eponymous founder, in an exhibit in Tokyo.

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**Valentino's passion for color is red hot**

Italian fashion label Valentino is highlighting a color that it feels is an icon of the brand in new initiatives across social and online platforms.

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