

NEWS BRIEFS

## Moncler, Ralph Lauren, Gucci, Omega and DFS – Live news

July 23, 2019



*Moncler Genius is Bom Crazy. Image courtesy of Moncler*

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By STAFF REPORTS

Luxury Daily's live news from July 22:

[Omega marks moon landing anniversary with watch launch](#)

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Swiss watchmaker Omega is marking the 50th anniversary of the Apollo 11 moon landing with the release of a timepiece that points to its history with space exploration.

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[Gucci highlights Ace sneaker in ASMR art](#)

Italian fashion label Gucci is exploring the ways in which digital mediums have evolved with the second edition of a social media project.

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[Ralph Lauren's president of global brands steps down](#)

U.S. fashion company Ralph Lauren's president of global brands Valrie Hermann is leaving the corporation this fall.

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[Moncler taps Will Smith for first fashion campaign](#)

French-Italian outerwear label Moncler is studying the idea of genius in a campaign featuring multi-hyphenate performer Will Smith.

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[DFS showcases beauty brands with month-long event](#)

LVMH-owned travel retailer DFS is putting a focus on beauty for the month of August with a campaign aimed at showcasing its beauty know-how.

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