

NEWS BRIEFS

## Prada, Audi, Dior, Hugo Boss, Four Seasons and Gucci – Live news

August 2, 2019



*Ad campaign for Prada's fall/winter men and women's collections. Image credit: Prada*

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By STAFF REPORTS

Luxury Daily's live news from Aug. 1:

[Four Seasons lets guests enter a far-away galaxy](#)

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Four Seasons Resort Orlando at Walt Disney World Resort is feting the launch of a new Star Wars-themed area at the theme park by bringing a taste of the sci-fi movie franchise to its property.

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[Hugo Boss sees Q2 growth despite US decline](#)

German fashion group Hugo Boss' sales and operating profit rose slightly in the second quarter, but it faced challenges in the United States market.

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[Dior brings men's pre-fall show to Miami](#)

French fashion label Christian Dior's upcoming pre-fall 2020 menswear show will be staged in Miami.

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[Prada sees sales growth in H1 amid retail strategy shift](#)

Italian fashion group Prada is seeing success from its strategy to eliminate seasonal markdowns, as its full-price sales were up in the first half of the year.

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[Audi teams with MLS to support soccer's next generation](#)

German automaker Audi is working with Major League Soccer to advance the sport in the United States.

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[Gucci spotlights architectural art in tome](#)

Italian fashion label Gucci is bringing ancient art back into the forefront through an editorial project.

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