

NEWS BRIEFS

Day's wrap: Louis Vuitton, Fenty Beauty, BFC, Olivia Palermo, YSL Beauty and retail apps

September 3, 2019



Gaze and glaze: Fenty Beauty by Rihanna. Image credit: Fenty Beauty by Rihanna

By STAFF REPORTS

Luxury Daily's live news from Sept. 3:

[Zo Kravitz turns makeup designer for YSL Beauty](#)

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France's YSL Beauty is working with actress Zo Kravitz to launch limited-edition shades of its Rouge Pur Couture lipstick with a personal inspiration.

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[British Fashion Council urges against a no-deal Brexit](#)

The British Fashion Council is voicing its concern about the possibility that the United Kingdom could leave the European Union without a deal in place.

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[Retail apps increase both sales and returns: study](#)

While retailers' branded mobile apps are effective in increasing customer engagement and growing sales on their Web sites and in-stores, they are also responsible for increasing the rate of product returns.

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[Louis Vuitton breaks video campaign for fall 2019 footwear with attitude](#)

Fashion giant Louis Vuitton is running a video campaign to promote its fall 2019 shoe collection for women.

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[Duty-free giant DFS introduces Rihanna's Fenty Beauty cosmetics brand to Asia](#)

DFS has become one of the first retailers to launch entertainer Rihanna's Fenty Beauty brand in Asia with a presence in China's Hong Kong and Macau regions.

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[Olivia Palermo debuts shoppable editorial ecommerce operation](#)

Fashion entrepreneur Olivia Palermo has relaunched her Web site to let readers shop editorial content and buy items directly from the article itself.

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[Webinar on Sept. 18: "Holidays 2019: Happy or Not?"](#)

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