

NEWS BRIEFS

## Puig, Barneys, Lanvin and Instagram – News briefs

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Looks from Puig-owned Carolina Herrera. Image credit: Carolina Herrera

By STAFF REPORTS

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Today in luxury:

[Puig is getting serious about fashion to sell more fragrance](#)

The Spanish scent giant that owns Dries Van Noten, Carolina Herrera, Jean Paul Gaultier, Paco Rabanne and Nina Ricci is trying to reposition itself as brand-builder first, licensee second. Can Jos Manuel Albesa, the executive behind the strategy, make it work? asks Business of Fashion.

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

[Barneys sparks interest from potential buyers](#)

Five potential buyers have sent letters expressing interest in all or part of Barneys New York Inc. as the bankrupt luxury retailer tries to sell assets and avoid liquidation, according to people with knowledge of the matter, per Crain's New York Business.

[Click here to read the entire article on Crain's New York Business](#)

[Lanvin taps Marchon for global eyewear license](#)

Lanvin SA and Marchon Eyewear Inc. have inked a long-term exclusive, global licensing agreement for eyewear, with a four-piece sunglass capsule collection to be released in March, and full range rollout at retail starting in the fall of 2020, reports Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[Instagram's content factories are huge and that's a problem for Facebook](#)

The draw of 1 billion monthly users has spawned an aggressive behind-the-scenes advertising economy that threatens the site's originality and appeal, says the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)

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