

NEWS BRIEFS

Day's wrap: LVMH, Boll & Branch, Christie's, Audi and World Mental Health Day

October 10, 2019



LVMH Luxury Ventures is investing in streetwear DTC label Madhappy. Image credit: Madhappy

By STAFF REPORTS

Luxury Daily's live news from Oct. 10:

[LVMH backs LA-based streetwear brand](#)

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton has invested in Los Angeles-based label Madhappy as it continues to court Generation Z consumers.

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[Boll & Branch chooses Nordstrom as first retail partner](#)

Linens label Boll & Branch is branching out beyond its direct-to-consumer retail operations with an upcoming nationwide launch at Nordstrom.

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[Christie's builds real estate presence in Pacific Northwest](#)

Brokerage firm Christie's International Real Estate is expanding to the Seattle, WA area, one of the strongest luxury markets in the United States.

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[Audi teams with James Beard Foundation to empower female chefs](#)

German automaker Audi is extending its partnership with the James Beard Foundation as it continues to support female entrepreneurs in the culinary and hospitality industries.

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[Luxury brands support vulnerability for World Mental Health Day](#)

To mark World Mental Health Day, luxury brands are sharing content and initiatives to encourage consumers to

have more conversations around the often emotional topic.

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