

NEWS BRIEFS

Content Authenticity Initiative, Ralph Lauren, Vanity Fair Hollywood, Mr Porter and Porsche – Live news

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QR codes on labels of Ralph Lauren products help authenticate merchandise for consumers and aid in supply chain and inventory management for the U.S. fashion giant. Image credit: Ralph Lauren

By STAFF REPORTS

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[New York Times Co., Adobe and Twitter, seeing dire need, debut Content Authenticity Initiative](#)

Announced today at the Adobe Max conference, the Content Authenticity Initiative is intended to offer content attribution for creators and publishers to ensure trust and transparency online even as those qualities are currently highly lacking on the Internet.

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[Ralph Lauren turns to QR code tech to track merchandise for authenticity, supply chain clarity](#)

EVERYTHNG, a connected Internet of Things platform, and labeling technology firm Avery Dennison helped with this new QR code-based digital identification system.

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[Vanity Fair Hollywood, with launch sponsor Genesis Motor America, is new YouTube destination](#)

Cond Nast's Vanity Fair has introduced Vanity Fair Hollywood, a new entertainment location on YouTube that will cover the art of entertainment and the power of personality through original cinematic storytelling.

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[Mr Porter breaks "Gifts All Wrapped Up" holiday campaign](#)

Menswear retailer Mr Porter today launched its annual holiday campaign with a mix of online, print and outdoor media support to push products and offers from leading luxury fashion and apparel brands.

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[Porsche links with Star Wars franchise to build fantasy starship](#)

German automaker Porsche is taking its sports cars into space through a collaboration to celebrate Lucasfilm's upcoming release.

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