

MARKETING

## Luxury bytes from Nov. 18

November 18, 2019



*Actor Emma Stone goes emotional over Louis Vuitton's Coeur Battant perfume. Image credit: Louis Vuitton*

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By STAFF REPORTS

Luxury bytes from Nov. 18:

Tiffany to launch Tiffany 1837 Makers Heritage Edition Collection at Dover Street Market

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U.S. jeweler Tiffany & Co. will offer exclusive men's jewelry designs from its 1837 Makers Heritage Edition at five Dover Street Market locations in Los Angeles, New York, London, Singapore and Tokyo's Ginza district.

The collection, which launched last month, is Tiffany's second partnership with Dover Street market since 2015. The collection will be on sale Nov. 27 through Jan. 15.



*Tiffany goes to DoverStreet Market. Image courtesy of Tiffany & Co.*

Brioni has named actor Brad Pitt as its latest brand ambassador

The Kering-owned brand is banking on Hollywood star power to sell more suits.



*Brad Pitt to stump for Brioni. Image credit: Brioni*

Coty buys 51pc stake in Kylie for \$600M

The troubled cosmetics giant hopes to compete with rivals and bank on Kylie Jenner's Instagram and social following to reach a younger audience. LVMH took the first step in that direction with its stake in Rihanna's Fenty Beauty brand, which is a joint venture between the luxury conglomerate and the entertainer.

"I can't wait for all of the amazing things to come for [@kylieskin](#) and [@kyliecosmetics](#)! I'm excited to partner with [@cotyinc](#) to continue to expand my brands globally.. This is only the beginning!" - Kylie Jenner tweet



*The Coty deal's a wrap for Kylie Jenner. Christmas came early ... Image credit: Kylie Jenner*

Louis Vuitton ambassador Emma Stone goes on an emotional journey

A new video for Louis Vuitton's Coeur Battant fragrance follows actor and Louis Vuitton ambassador Emma Stone as she goes on a positive emotional journey.

*Emma Stone for Louis Vuitton*

Watchmaker Panerai names Oscar-winning filmmaker Jimmy Chin as new ambassador

"Panerai is a brand that was developed for modern heroes and their adventures by providing innovative instruments, materials and design for that extreme lifestyle," said CEO Jean-Marc Pontrou in a statement.

"The modern Panerai man is multi-faceted but above all, driven by an internal passion to create exceptional things, push limits, break records," he said. "Jimmy Chin has been pushing those boundaries throughout his career and embodies what it means to live an authentic Panerai life. We are excited to welcome Jimmy to the Panerai family."

*Jimmy Chin is the new Panerai ambassador*