

NEWS BRIEFS

Day's wrap: Burberry, Saint Laurent, EssilorLuxottica and Luxury FirstLook 2020

December 30, 2019



Burberry Chinese New Year 2020 campaign with a capsule collection. Image credit: Burberry

By STAFF REPORTS

Luxury Daily's live news from Dec. 30, 2019:

[Burberry heralds the Chinese New Year with new campaign and capsule collection](#)

British fashion label Burberry has debuted its Chinese New Year 2020 campaign reflected in a vibrant celebration in red to connote joy, health and happiness in the Year of the Rat.

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[Saint Laurent breaks spring summer 2020 video campaign](#)

Mere weeks after launching its spring 2020 effort, Italian fashion label Saint Laurent has released another campaign video of its spring summer 2020 collection by Anthony Vaccarello.

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[Massive fraud found at eyewear maker EssilorLuxottica's Thailand factory](#)

The company makes eyewear frames and sunglasses under license for luxury brands such as Chanel, Bulgari, Burberry, Dolce & Gabbana, Prada, Versace, Tiffany, Valentino and Giorgio Armani.

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[Meet top operational execs in luxury at Luxury FirstLook 2020 join us!](#)

Speakers include senior execs from Chanel, Kering, Pernod-Ricard, Boston Consulting Group, UBS, LVMH's Starboard, Meredith Luxury, Blade, Mitchells Stores, Crown & Caliber, McCann Truth Central, Dentsu Luxe, Publicis Sapient, Adweek, Shullman Research Center, Digital Luxury Group, Klarna, Shanker Inc. and Resonance.

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