

NEWS BRIEFS

Day's wrap: Berluti, Porsche, Dior and resolutions

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Luxury brands are ringing in the new year. Image credit: Moët & Chandon

By STAFF REPORTS

Luxury Daily's live news from Jan. 2:

[Berluti taps Gen Z skateboarder-artist as face of summer campaign](#)

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French menswear label Berluti is courting the up-and-coming generations of luxury buyers via the casting of its latest campaign.

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[Luxury brands lead consumers into the new year with resolution guidance](#)

As consumers seek to improve themselves in 2020 through resolutions, luxury brands are looking to assist them in meeting their goals and making their own pledges.

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[Dior delves into craftsmanship behind campaign fashion creation](#)

French couture house Christian Dior is making a connection between its fashions and fragrances by inviting consumers into the making of the wardrobe for its latest perfume advertisement.

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[Porsche seeks to make assisted driving safer via visibility tech](#)

German automaker Porsche is aiming to improve visibility for its vehicles' autonomous and driver assistance technologies through a partnership with startup TriEye.

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FirstLook 2020 conference in New York Jan. 15. Speakers include senior execs from Chanel, Kering, Pernod-Ricard, Boston Consulting Group, UBS, LVMH's Starboard, Meredith Luxury, Blade, Mitchells Stores, McCann Truth Central, Dentsu Luxe, Publicis Sapient, Adweek, Shullman Research Center, Digital Luxury Group, Klarna, Shanker Inc. and Resonance.

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