

NEWS BRIEFS

## LVMH Watch Week, Louis Vuitton, Harrods, Brioni, Cartier and Luxury FirstLook

January 13, 2020



*Brad Pitt in Brioni DJ accepting his Golden Globe award for his role in "One Upon a Time in ... Hollywood." Image credit: Brioni, Hollywood Foreign Press Association*

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By STAFF REPORTS

Luxury Daily's live news from Jan. 10:

**LVMH, eyeing Middle East market, launches own watch week for four house brands**

LVMH Group will for the first time bring together its four watch brands for the LVMH Watch Week Dubai 2020 scheduled for Jan. 13-15 in the United Arab Emirates, a major center for buyers of timepieces.

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**Birth of Louis Vuitton's spring summer 2020 collection show: The thinking of Virgil Abloh**

How was the show put together and what was the inspiration?

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**British department store Harrods adds culture to shopping basket with new art gallery**

The Art at Harrods brand will showcase artworks by Andy Warhol, Pablo Picasso, Bob Dylan, Dale Chihuly, Lorenzo Quinn and Paul Cummins. It will kick off with an art series called Icons from Russell Young known for his diamond-dust portrayals of entertainers and sportspersons.

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**Brioni unleashes Brad Pitt in spring summer 2020 campaign as brand begins repositioning**

The campaign, called "Tailoring Legends," is the Hollywood actor's first outing as a Brioni model splashed across print, outdoor and online media. The effort comes in Brioni's 75th year, an occasion that Brioni will celebrate through 2020 with multiple events.

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**Targeting China, Cartier becomes first Richemont brand to open standalone boutique on Alibaba's Tmall**

Four years after launching its Chinese ecommerce Web site, French jeweler Cartier has been emboldened to debut

its official online flagship boutique on Alibaba Group's Tmall Luxury Pavilion.

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The luxury business is in for tremendous upheaval in 2020. Register now for Luxury Daily's 8th annual Luxury 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, Isobar, Adweek, Shullman Research Center, Digital Luxury Group, Klarna, Shanker Inc. and Resonance.

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