

NEWS BRIEFS

Alibaba, Kenzo, Starboard and Sephora

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LVMH-owned fashion label Kenzo launched a capsule kung fu rat collection on Tmall's Luxury Pavilion. Image credit: Alibaba

By STAFF REPORTS

Luxury Daily's live news from Jan. 22:

[Alibaba cites strides in IP protection efforts with brand, tech help](#)

A new report claims that Alibaba Group's intellectual property rights-protection efforts showed continued success last year.

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[Kenzo is first LVMH fashion label to open on Alibaba's Tmall](#)

Known for its signature tiger embroidery, Kenzo's flagship store on Tmall will sell ready-to-wear, footwear, bags and accessories collections.

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[Starboard to sell private-label Sephora cosmetics for first time at sea](#)

Starboard Cruise Services has partnered with Sephora, another LVMH Mot Hennessy Louis Vuitton company, to debut the beauty retailer's private label connection on cruise ships.

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