

NEWS BRIEFS

Day's wrap: Bremont, England Rugby, Zegna, Brioni and LVMH Prize

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A vintage trunk carrying Brioni fabrics during the trunk shows from a different era. Image credit: Brioni

By STAFF REPORTS

Luxury Daily's live news:

[British watchmaker Bremont signs up for five-year timekeeper sponsorship of England Rugby](#)

British watchmaker Bremont has become the official timing partner to both the England Rugby team and Twickenham Stadium as part of a five-year deal.

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[Zegna goes back to Mahershala Ali to answer #WhatMakesAMan in spring summer 2020 campaign](#)

The campaign, with Mr. Ali dressed in Zegna sleek tailoring, is a bold examination of modern masculinity as lines and genders blur, thus affecting formal definitions of menswear and introducing a softer, gentler brand.

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[Brioni, like Savile Row example, embarks on global trunk show tour](#)

The Brioni Trunk Show Grand Tour, as the initiative is called, will travel to 11 cities worldwide. The goal is to bring the brand closer to customers and create buzz of the arrival.

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[Moda Operandi cofounder Lauren Santo Domingo, model Gigi Hadid new judges for LVMH Prize for Young Fashion Designers](#)

Nine new fashion and luxury professionals have joined the committee this year, taking the total to 59 executives, editors and celebrities. Model Gigi Hadid joins the panel as showroom ambassador for the semi-final of the 2020 LVMH Prize.

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