

NEWS BRIEFS

Day's wrap: Dior, Zegna, Moncler and Bulgari

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Dior has rolled out a series of films with its "Scent of my Man" theme as a sensuous tribute to its newly launched Dior Homme Eau de Toilette. Image courtesy of Dior

By STAFF REPORTS

Luxury Daily's live news:

[Dior Homme receives sensuous tribute for new fragrance with "Scent of my Man" films](#)

French fashion giant Dior has debuted its "Scent of my Man" series of sensuous films as a tribute to the new Dior Homme Eau de Toilette viewed through the eyes and voices of three women.

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[Zegna allies with Fear of God for fourhanded man collection](#)

In yet another effort to meet the needs of the modern man, Italian menswear label Ermenegildo Zegna is partnering with Fear of God, a U.S. fashion brand founded by Jerry Lorenzo in Los Angeles.

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[Moncler ropes in Loewe designer JW Anderson for its third edition of the Genius concept](#)

The Northern Irish designer was invited to be part of Moncler Genius' third edition for a modern design interpretation of masculinity and femininity through a cross-pollination of menswear and womenswear.

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[Bulgari joins Flower Gems of India sustainability effort with Firmenich, Jasmine Concrete](#)

The three-year pilot program is designed to create a new jasmine farming model for 100 family-owned farms in two floriculture regions of India's southern state of Tamil Nadu.

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