

NEWS BRIEFS

Dior, Zegna, Moncler and Bulgari

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In Dior Homme's "The Loft" episode for the "Scent of my Man" effort, Ruby and Mekhi simply revel in each other's company, binding with intimacy and with no intention of parting. 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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