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NEWS BRIEFS

# Day's wrap: Fashion turmoil, Blancpain, Comit Colbert, Belstaff and marketing budgets

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Belstaff is conducting podcast interviews with risk-taking personalities who fit the brand's DNA and might inspire consumers. Image credit: Belstaff

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

### Implications for the fashion, apparel and beauty industries due to the coronavirus

The \$400 billion U.S. fashion industry employs more than 4 million people, excluding retail positions. Retail positions continue to be the largest private sector employer, supplying as many as one in four jobs.

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Blancpain's China literary prize calls for entries to spot homegrown talent

Swiss watchmaker Blancpain and Chinese publisher The Imaginist are calling for submissions to their joint literary prize that aims to discover and encourage Chinese authors under the age of 45.

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Bndicte Epinay takes over as president/CEO of France's Comit Colbert at critical time

Former journalist and content specialist Bndicte Epinay has been named president/CEO of Comit Colbert, a 66-yearold association that represents the interests of French luxury brands.

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### British apparel brand Belstaff's podcast series on risk-takers is template for others

British apparel brand Belstaff, seeking to mitigate the gloom around COVID-19 lockdowns, is continuing its podcast series with famous personalities who have gone off the beaten and become the people they have.

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#### Coronavirus impact on marketing budgets

Reduced consumption leads to a decrease in the number of purchased advertisements.

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Chanel legal decision shows strategy and limits to controlling reseller's use of brand's marks In recent years, Chanel has brought a number of lawsuits against resellers as part of its efforts to control its brand image.

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