

NEWS BRIEFS

Day's wrap: Diane von Furstenberg, Turnbull & Asser, Montblanc and LVMH watch brands

April 17, 2020



Montblanc has opened a flagship store on China's Tmall Luxury Pavilion, joining a slew of European luxury brands targeting Chinese ecommerce business. Image courtesy of Montblanc, Alibaba

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Diane von Furstenberg's Asia-Pacific head of biz dev on Shanghai Fashion Week](#)

Shanghai Fashion Week, initially pushed back due to COVID-19, joined forces with Tmall to put on a fully livestreamed virtual fashion week.

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[Turnbull & Asser, shirtmaker to Prince Charles, now making medical scrubs for UK's National Health Service](#)

British shirtmaker Turnbull & Asser is doing its turn for COVID-19 relief with a pivot to making scrubs for the United Kingdom's National Health Service as it battles the spread of the coronavirus.

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[Montblanc, upping China presence, follows Richemont sibling Cartier with flagship store on Tmall Luxury Pavilion](#)

Germany's Montblanc is accelerating its ecommerce strategy in China with the launch of its flagship store on Alibaba Group's Tmall Luxury Pavilion for luxury and premium brands.

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[LVMH watch brands ditch Baselworld, following Swiss rivals in vitriolic split](#)

The timepiece brands belonging to LVMH's watchmaking division have decamped the once-grand Baselworld annual watch fair and expo, joining Rolex, Patek Philippe, Chanel, Chopard and Tudor in abandoning a 103-year-old event that fell victim to the lockdown over the COVID-19 coronavirus and a perceived inadequate response to financial and scheduling concerns.

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[Christian Dior debuts heritage campaign based on Designer of Dreams exhibit](#)

French fashion house Christian Dior has launched a new campaign celebrating a comprehensive history of the designer and fashion label based on an exhibit at The Muse des Arts Dcoratifs in Paris in 2017.

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