

NEWS BRIEFS

Day's wrap: Fendi, The Macallan, Maison Atia, ShopWorn and luxury real estate

December 16, 2020



The new #BaguetteFriendsForever ad features five gymnasts. Image credit: Fendi

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Dec. 16:

[Fendi puts athletic twist on #BaguetteFriendsForever series](#)

Italian apparel and accessories label Fendi has enlisted a talented quintet of performers for its latest episode of the ongoing video series, #BaguetteFriendsForever.

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[Le Clos sets launch sales record with The Macallan Red Collection](#)

Scottish whisky maker The Macallan tapped Dubai-based retailer Le Clos for a successful launch of the Red Collection.

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[Maison Atia presents playlists to support capsule collection](#)

Luxury faux fur brand Maison Atia is sharing playlists to celebrate a colorful capsule collection.

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[ShopWorn taps Neiman Marcus alum to lead UX strategy](#)

Online retailer ShopWorn has added Frank Crisci to its team as it looks to improve its ecommerce experience..

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[Luxury Daily debuts new conference focused on luxury real estate](#)

Register now for free for Luxury Daily's State of Luxury Real Estate 2021 (SOLRE) eConference Thursday, Jan. 14. The daylong event will focus on how affluent consumers are shaping the real estate market as they flee cities for more space and social distance, enabled by remote working and schooling.

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[Counterfeit goods, misleading marketing endanger luxury brand perception](#)

As both luxury brands and buyers embrace ecommerce at record levels, combating counterfeit goods and misleading marketing should be a priority to protect brand authenticity and perception.

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