

NEWS BRIEFS

Farfetch, Sephora, Este Lauder, Sub-Zero Group and L Catterton

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Golden Globe Award-nominated actress Ana de Armas is the latest global ambassador for Este Lauder. Image courtesy of Golden Globe Award-nominated actress Ana de Armas is the latest global ambassador for Este Lauder

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Feb. 26:

[Farfetch revenues hit \\$1.7B as luxury shoppers go online](#)

Online retailer Farfetch saw its gross merchandise value exceed \$3 billion, noting in its financial results for the full year ended Dec. 31 2020.

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[Sephora focuses on bricks-and-mortar expansion, collaborations](#)

LVMH-owned beauty retailer Sephora has announced it is opening 260 new stores in 2021 and collaborating with Coach for a new makeup collection.

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[Este Lauder names Ana de Armas new global ambassador](#)

Beauty brand Este Lauder has announced actress Ana de Armas as a new global brand ambassador in its latest push for storytelling and representation.

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[Sub-Zero Group introduces virtual showcase for smart appliances](#)

Kitchen appliance group Sub-Zero, Wolf and Cave is launching its first virtual showcase to feature new product offerings.

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[Birkenstock sells majority stake to LVMH-backed firm](#)

LVMH Mot Hennessy Louis Vuitton-backed private equity firm L Catterton has acquired a majority stake of German footwear label Birkenstock, hoping to boost sales in China and India, as well as online.

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[Why luxury lingerie is pandemic-proof](#)

While many luxury brands have seen financial losses during the COVID-19 pandemic, one category that continues to thrive is lingerie.

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