

NEWS BRIEFS

Day's wrap: Oscar de la Renta, McLaren, Marriott, Italy lockdown and brand protection webinar

March 15, 2021



Irina Shayk for Oscar de la Renta's Alibi eau de parfum. Image credit: Oscar de la Renta

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for March 15:

[Oscar de la Renta unveils latest fragrance](#)

U.S. fashion house Oscar de la Renta has launched a new fragrance as it continues to invest in the category.

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[McLaren appoints new chief marketing officer](#)

British supercar maker McLaren Automotive has named a new chief marketing officer as the brand looks to expand its merchandising and licensing business, as well as partnerships.

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[Marriott pushes into new markets with Collection brands](#)

Hospitality group Marriott International is celebrating new milestones with its three Collection brands, as the group expands its portfolio of independent-minded properties.

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[Italy begins widespread lockdown, as COVID-19 cases climb across Europe](#)

Italy is implementing another round of regional lockdowns as COVID-19 variants contribute to climbing cases counts.

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[Webinar: Protecting brands from fast-growing counterfeiting, return fraud](#)

Register for the free webinar on April 7 at 11 a.m. to noon EST (New York time) titled, "Protecting brands from fast-growing counterfeiting, return fraud"

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[Why luxury real estate brokers need to be on TikTok](#)

The fashion industry has promised change in regards to sustainability, diversity and inclusion, but many speculate whether these promises are performative or if the institution is taking concrete steps toward systemic transformation.

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