

NEWS BRIEFS

Oscar de la Renta, McLaren, Marriott, Italy lockdown and brand protection webinar

March 16, 2021



Alibi eau de parfum is now available online and in-stores. 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"

[Please click here to register](#)

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