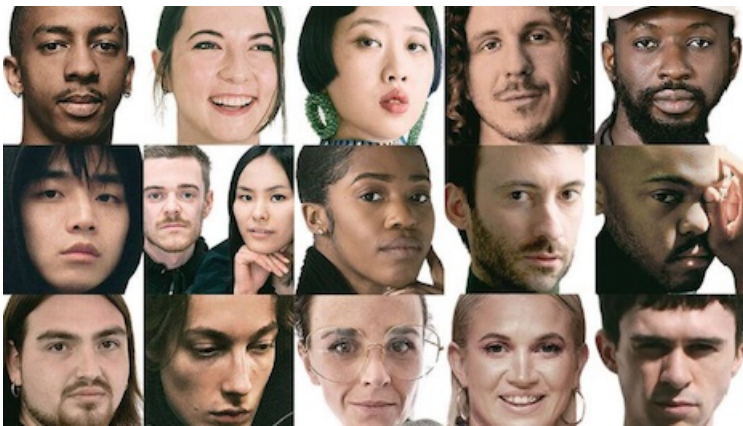


NEWS BRIEFS

Day's wrap: LVMH, Louis Vuitton, COVID-19, Sotheby's, Kim Jones and brand protection webinar

April 2, 2021



Some of the 20 semi-finalists for the LVMH Prize. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for April 2:

[LVMH announces semi-finalists for 2021 Prize](#)

French fashion conglomerate LVMH has released the list of 20 young fashion designers selected as candidates for its 2021 LVMH Prize.

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[Louis Vuitton launches new unisex cologne perfume](#)

French fashion brand Louis Vuitton has released a beach-inspired unisex fragrance aiming to capture the emotions of a sunny day at the beach.

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[COVID-19 cases surge in Europe, US continues vaccine rollout](#)

As the world enters its second year combating the coronavirus pandemic while implementing vaccination campaigns, the E.U. is taking action against a third wave that threatens to hinder its economic recovery.

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[Sotheby's expands presence in Middle East](#)

Sotheby's International Realty is opening a new branch in Oman, marking the brand's third affiliated company in the region.

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[Dior's Kim Jones, Converse partner on Chuck 70 collection](#)

Dior men's and Fendi's womenswear and couture artistic director Kim Jones is putting his own spin on the classic

Chuck 70 sneaker in collaboration with Nike-owned sneaker brand Converse.

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Webinar: Brand Protection in a Post-COVID World

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](#)

How to build a luxury fashion brand in China

As China continues to grow its global consumption economy, it is imperative for brands to understand how to leverage the right tools to communicate effectively with Chinese consumers.

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