

NEWS BRIEFS

Day's Wrap: LVMH, Tod's, Louis Vuitton, Apple, Salvatore Ferragamo and Neiman Marcus

April 23, 2021



LVMH and Tod's have been closely tied for more than two decades. Image credit: Tod's

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for April 23:

[LVMH increases share in Tod's to 10pc](#)

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton is further cementing its relationship with Italian fashion brand Tod's by increasing its stake in the brand.

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[Louis Vuitton taps BTS as newest ambassadors](#)

French fashion house Louis Vuitton has announced South Korean band BTS as the brand's latest ambassadors.

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[Apple iOS 14.5, new devices coming next week](#)

Tech giant Apple announced that an updated version of its mobile operating system will be available for iPhone and iPad users sometime next week, impacting digital and mobile marketers.

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[Salvatore Ferragamo launches sustainability platform](#)

Italian fashion house Salvatore Ferragamo is embracing the full scope of sustainability in fashion with its new "Sustainable Thinking" platform.

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[Neiman Marcus announces sustainability strategy](#)

U.S. retailer Neiman Marcus has introduced the development of the company's first Environmental Social Governance (ESG) team, strategy and improvements.

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[Ecommerce marketplaces must fight fake goods to build trust](#)

Now that ecommerce marketplaces and social media platforms are critical sources for goods and services, brands must protect themselves and their consumers from online fraudulent behavior.

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