

NEWS BRIEFS

Day's wrap: Balenciaga, Coty, Amazon Luxury and Fairmont

July 23, 2021



Balenciaga has gone full Bieber, naming the Grammy award-winner the face of its fall campaign. Image credit: Balenciaga

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for July 23:

Balenciaga returns to social media with Justin Bieber

French fashion house Balenciaga has tapped Grammy-winner Justin Bieber as the new face for its fall 2021 campaign.

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Coty names Constantin Sklaventis new chief prestige officer

Beauty group Coty is announcing Constantin Sklaventis as its new chief prestige officer.

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Amazon celebrates summer with new brands on Luxury Stores

Ecommerce giant Amazon is expanding its luxury offerings this week by adding nine brands to its Luxury Stores vertical.

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Fairmont partners with Neil Lane for dreamy, bespoke wedding package

Hospitality group Fairmont Hotels & Resorts is joining forces with renowned jewelry designer Neil Lane to help couples craft their dream weddings.

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Luxury makes presence known at controversial Olympics

Some of the world's biggest brands are celebrating persistence, dedication and Japanese culture in inspirational marketing campaigns as Tokyo 2020 officially begins, but the Summer Olympics are less triumphant than usual.

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