

NEWS BRIEFS

Day's wrap: Prada, Moschino, Sephora and Twitter

July 29, 2021



Prada Group saw a 60 percent increase in retail sales revenue. Image credit: Prada

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for July 29:

[Prada returns to pre-pandemic sales levels](#)

Italian fashion company Prada Group has surpassed its revenue levels from the first half of 2019, despite retail restrictions, with profitable growth driven by full-price sales.

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[Prada recruits Jake Gyllenhaal as fragrance frontman](#)

Italian fashion house Prada has announced Academy Award-nominated actor and producer Jake Gyllenhaal as the new face for its new, soon-to-be-revealed men's fragrance.

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[Aeffe takes full control of Moschino](#)

Italian fashion group Aeffe has acquired the remaining 30 percent stake in Italian fashion house Moschino, taking full ownership of the brand.

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[Sephora shares progress on diversity, equality efforts](#)

LVMH-owned Sephora has provided an update on its diversity, equality and inclusion efforts as the brand aims to offer customers more Black-owned products.

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[Twitter begins testing in-app shop feature](#)

Social media platform Twitter has launched a pilot of the Shop Module, a feature that will allow the company to explore how shoppable profiles can create pathways from product discovery to purchase.

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[Gucci offers flora' escapism with Miley Cyrus campaign](#)

Italian fashion label Gucci has enlisted singer and actor Miley Cyrus for a free-spirited fragrance campaign.

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