

NEWS BRIEFS

Day's wrap: Chanel, Farfetch, Nordstrom and Cond Nast

August 25, 2021



The launch of Pre-Order includes offerings from Dolce & Gabbana, Balenciaga, Oscar de la Renta and more. Image credit: Farfetch

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 25:

[Chanel acquires majority stake in knitwear brand](#)

French fashion label Chanel has acquired a majority stake in Italian knitwear manufacturer Paima, which has served as one of its long-time suppliers.

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[Farfetch launches Pre-Order service, prioritizing sustainability](#)

Online retailer Farfetch is launching a pre-order service for the first time, alongside a carbon-neutral brand and marketing campaign.

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[Nordstrom notes continued recovery in Q2, increasing digital sales](#)

U.S. department store chain Nordstrom has reported second quarter results, reflecting continued improvement in sales as it actively capitalizes on consumers' eagerness to shop.

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[Cond Nast appoints new Allure editor](#)

Media group Cond Nast has named Jessica Cruel as the new editor in chief of Allure magazine.

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[Ambassadors, storytelling propelling brands' social media success](#)

While there are myriad ways for a brand to make itself and its offerings known and visible on social media, some tactics are proving to earn more engagement than others.

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