

NEWS BRIEFS

## Day's wrap: LVMH Prize, Aston Martin, Boucheron and Rebag

August 31, 2021



The 2021 LVMH Prize jury panel includes Virgil Abloh, Kim Jones, Stella McCartney and more. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 31:

### [2021 LVMH Prize jury welcomes Fendi's Kim Jones](#)

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton has revealed the esteemed jury that will select the winners of the 2021 LVMH Prize for Young Fashion Designers.

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### [Aston Martin unveils 007 campaign with global reach](#)

British automaker Aston Martin is continuing its celebration of the James Bond franchise with a new No Time To Die campaign.

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### [Boucheron taps Alexa Chung for its fall/winter novelties](#)

French jeweler Boucheron has reunited with British influencer and designer Alexa Chung to present its newest designs.

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### [Rebag launches Outlet inventory with deep discounts](#)

Resale platform Rebag is looking to make luxury goods more accessible by introducing offerings of off-price designer items.

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### [Hermès beckons consumers to storybook world of Della Cavalleria](#)

French fashion house Hermès is making its handbag the hero in a new campaign modeled as a satirical fairytale.

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