

NEWS BRIEFS

## Day's wrap: Dior, Lanvin, Mercedes, Harrods and International Day of the Girl

October 11, 2021



*Francis Kurkdjian has been producing fragrances for more than two decades. Image credit: LVMH*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Oct. 11:

### [LVMH, Dior announce new fragrance creative director](#)

French fashion house Christian Dior and its parent organization LVMH have announced the arrival of Francis Kurkdjian as perfume creation director at Parfums Christian Dior.

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### [Fosun Fashion rebrands as Lanvin Group](#)

Fosun Fashion Group, parent organization of French fashion house Lanvin and Italian footwear brand Sergio Rossi, has announced it is rebranding as Lanvin Group.

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### [Mercedes-Benz launches US brand experience for new EVs](#)

German automaker Mercedes-Benz is introducing its new EQ lineup of electric vehicles to the U.S. market through several nationwide interactive initiatives.

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### [Harrods welcomes luxury streetwear consignment store to London](#)

British department store chain Harrods is entering the luxury streetwear game with a new partnership with online luxury sneaker and streetwear consignment store The Edit LDN.

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### [Brands encourage young girls through STEM-focused initiatives](#)

For International Day of the Girl Child on Oct. 11, luxury brands are empowering young girls to pursue education and careers in science and engineering.

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### [Mobile reigns supreme as holiday shopping channel](#)

As the second holiday shopping season impacted by the COVID-19 pandemic gets underway, consumers remain dedicated to shopping via mobile devices.

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