

NEWS BRIEFS

LVMH, Fendi, Chanel, Loewe and Bugatti

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Mexican actor Danna Paola is the newest ambassador for Fendi. Image courtesy of Fendi

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Dec. 13:

[LVMH presents new brand signature, Craft the Future](#)

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton is embracing a new brand signature, unifying its philosophies across its maisons.

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[Fendi names Danna Paola first ambassador for Mexico](#)

Italy's Fendi has added Danna Paola to its talent roster, making her the brand's first ambassador for Mexico.

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[Chanel announces inaugural Next Prize recipients](#)

French fashion house Chanel has revealed the inaugural winners of its Chanel Next Prize.

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[Loewe reopens flagship on Avenue Montaigne](#)

Spanish fashion label Loewe has reopened its store on Avenue Montaigne in Paris as luxury brands focus on bricks-and-mortar.

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[Bugatti Baby II shines on display at Harrods](#)

French automaker Bugatti is announcing its display of the Bugatti Baby II at British department store Harrods.

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