

NEWS BRIEFS

## Balmain, Saks, Vogue Japan, Bentley and travel retail

January 7, 2022



Balmain and Mattel are releasing three one of a kind Barbie x Balmain NFTs which will be sold at auction through Mattel Creations as well as a ready-to-wear line. Image courtesy of Balmain

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Jan. 6:

### Balmain, Mattel launch Barbie-inspired collection, NFTs

French fashion label Balmain is collaborating with toy manufacturer Mattel in the iconic Barbie doll's first venture into the digital art world.

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### Saks launches wellness shop to meet health needs

Ecommerce platform Saks is announcing the opening of its wellness shop on Saks.com.

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### Vogue Japan names new head of editorial content

Cond Nast's Vogue Japan has appointed Tiffany Godoy as head of editorial content.

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### Bentley posts record regional sales for 2021

British automaker Bentley Motors has reported another year of record-breaking sales in 2021.

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### What will travel retail look like in 2022?

With China becoming a hotbed for global luxury brand sales, we are seeing another trend shape up there: its booming travel retail market, which the country has successfully developed like no other.

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