

NEWS BRIEFS

Day's wrap: Prada, Saks, YSL Beauty and Ulysse Nardin

February 8, 2022



Lupita Nyong'o wears Brandon Maxwell for Saks. Image courtesy of Saks

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Feb. 8:

[Prada gets sporty with video game partnership](#)

Italian fashion label Prada is leaning into the gaming sector with a new collaboration.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246** ▶

[Please click here to read the article](#)

[Saks enlists Hollywood superhero for spring campaign](#)

Luxury retailer Saks is counting down to spring with a digital-first campaign starring Academy Award-winning actress Lupita Nyong'o.

[Please click here to read the article](#)

[YSL Beauty names Euphoria' star as brand ambassador](#)

France's YSL Beauty has tapped one of the stars of the hit show "Euphoria" as a new brand ambassador as the label appeals to influential Gen Z consumers.

[Please click here to read the article](#)

[Ulysse Nardin becomes official timekeeper for Blade](#)

Swiss watchmaker Ulysse Nardin is taking to the skies through a new partnership with aviation firm Blade.

[Please click here to read the article](#)

[Please click here to read the morning newsletter](#)