

NEWS BRIEFS

## Prada, Saks, YSL Beauty and Ulysse Nardin

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Prada created three in-game outfits for the multiplayer game Riders Republic. Image credit: Prada

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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.

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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.

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

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

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