

NEWS BRIEFS

## Day's Wrap: Balenciaga, Este Lauder, Matchesfashion, Mytheresa and Kering

September 15, 2022



Nary a Balenciaga activation is run-of-the-mill, as Kering's golden child continues to prove its uncompromisingly unconventional cool. Image credit: Balenciaga

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Sep. 15:

**Balenciaga curates playlist, designs merch for new music collaboration**

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French fashion house Balenciaga is adding music to its extensive repertoire mix with the release of an Apple Music playlist and accompanying band merch.

**Este Lauder restructures brand portfolio in executive switchup**

U.S. beauty group Este Lauder is attempting to optimize oversight and operations by initiating major key internal shifts.

**Matchesfashion introduces emerging designers in futuristic digital campaign**

Online luxury retailer Matchesfashion is helping to shape luxury's future by giving up-and-coming designers a platform, going live with exclusive collections from its latest cohort.

**Mytheresa reports accelerated growth, increased profits in Q4**

Online luxury retailer Mytheresa has ended its fiscal year, as of June 30, 2022, on a strong note with solid fourth-quarter profits and an ambitious outlook for its next annual earnings.

**Kering welcomes visitors to headquarters for European Heritage Days**

French luxury conglomerate Kering is opening its maison doors to cultural immersion for the seventh year in a row.

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