

NEWS BRIEFS

## Day's wrap: Valentino, IWC Schaffhausen and Positive Luxury, Hugo Boss and Louis Vuitton

December 20, 2022



Louis Vuitton teases Yayoi Kusama collection with Gisele Bündchen. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Dec. 20

[Valentino names new Americas CEO, ex-LVMH leader to lead regional retail expansion](#)

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Italian fashion label **Valentino** is announcing the appointment of Daniel Paltridge as CEO of the Americas, effective Dec. 1, 2022.

[Positive Luxury gives IWC Schaffhausen wings, restores Butterfly Mark badge](#)

Swiss watchmaker IWC Schaffhausen is taking steps toward sustainability, as evidenced by a new certification from Positive Luxury.

[Hugo Boss, Coty renew fragrance licensing deal through 2035](#)

In pursuit of a greater share of the global fragrance market, German fashion house Hugo Boss will continue to tap personal care multinational, Coty for support on branded beauty products.

Famed fashion faces star in latest Louis Vuitton, Yayoi Kusama teaser [▶](#)

French luxury fashion house Louis Vuitton is teasing an upcoming January collection executed in collaboration with Japanese artist Yayoi Kusama.

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