

NEWS BRIEFS

Social commerce, Givenchy and Jil Sander – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[Online landscape evolves with s-commerce](#)

Department stores such as Nordstrom and J.C. Penney recently shuttered F-commerce storefronts and ceased selling on the digital platform, but it doesn't matter, experts contend, because the landscape has already shifted to social commerce, or s-commerce, according to WWD.

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[Givenchy to launch Play Sport for Men](#)

It will hit shelves four years after the introduction of Play eau de parfum and eau de toilette, and two years following Play for Her, according to WWD.

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[Infiniti enters luxury crossover market with JX](#)

The 2013 Infiniti JX is officially on the market. Nissan Motor Co.'s Infiniti brand celebrated the first seven-passenger crossover vehicle to roll out of the Tennessee factories recently before scheduled to arrive at lots next month, according to Exec Digital.

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[Jil Sander the designer returns to Jil Sander the brand](#)

Designer Jil Sander the will replace Raf Simons at her eponymous brand, according to the IHT's Suzy Menkes. This announcement follows this morning's news that Simons will leave his position at Jil Sander on Monday following his final womenswear show for the label on Saturday, according to The Cut.

[Click here to read the entire story on The Cut](#)

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