

NEWS BRIEFS

## L'Oral Group, Chopard, Pomellato and Porsche

April 5, 2023



*Ms. King brings her feminism to the table, joining forces with the female-led brand. Image credit: Pomellato*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for April 4:

[L'Oral Group to house Aesop, largest-ever acquisition, under Luxe division](#)

The \$2.5 billion deal to buy the Australian cosmetics brand is L'Oral's most valuable purchase yet.

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[Chopard makes sustainable advances as first luxury maison to launch recycled steel watches](#)

Swiss jeweler Chopard is setting a new industry standard, having just announced the companywide adoption of Lucent Steel.

[Pomellato names actor Joey King as newest brand ambassador](#)

Milanese jeweler Pomellato announces that American actor Joey King will join the brand's community of female ambassadors.

[Porsche mourns loss of figure behind factory delivery concept](#)

German automaker Porsche is celebrating the life of one of the company's brightest minds.

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