

NEWS BRIEFS

Day's wrap: Saint Laurent, Dom Prignon, BMW and Sephora

May 5, 2023



Saint Laurent's campaign visuals nod to its historic involvement in the cinematic space. Image credit: Saint Laurent

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for May 5:

[Saint Laurent presents first-ever fine jewelry collection](#)

French fashion house Saint Laurent is expanding into a new category.

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[Dom Prignon, Culinary Institute of America launch master's program](#)

As the Culinary Institute of America (CIA) introduces a master's degree, LVMH-owned Champagne house Dom Prignon will provide full scholarships to 20 students.

[BMW returns as official automotive partner of Cannes Film Festival](#)

German automaker BMW will provide guests with over 200 electric vehicles for the event, simultaneously showcasing innovations in sustainable mobility.

[Sephora introduces container recycling program](#)

LVMH-owned beauty retailer Sephora has launched "Beauty (Re)Purposed," a pickup initiative for empty product packaging, across North America.

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