

NEWS BRIEFS

Bulgari, Gucci, Ferrari and Art Week – Live news

May 9, 2016



Bulgari store window in Hong Kong

By STAFF REPORTS

Luxury Daily's live news from May 6:

[Gucci apologizes for warning to funeral copycat sellers](#)

Italian fashion label Gucci will not be taking legal action against Hong Kong shops selling fake paper goods resembling its products.

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[Ferrari pays homage to Sicilian racing heritage with weekend event](#)

Italian automaker Ferrari is hosting a tribute to the 100th Targa Florio with a caravan of more than 50 cars through Sicily.

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[Bulgari takes guerilla approach for last-minute Mother's Day push](#)

Italian jeweler Bulgari is conveying that jewelry is the only acceptable gift to celebrate mom through a street art takeover.

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[Fashion brands target Art Week attendees with creative collaborations](#)

Leveraging the atmosphere surrounding art fair Frieze New York, a number of luxury labels are hosting their own installations and events.

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[Auberge looks toward continued growth with CMO hire](#)

Auberge Hotels & Resorts has hired Michael Minchin as its chief marketing officer, looking to benefit from his extensive experience heading global brands.

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