

NEWS BRIEFS

LVMH, British Vogue, Gucci, Fortnum & Mason and British Airways – Live news

April 11, 2017



Teaser for Gucci's Mr Porter capsule

By STAFF REPORTS

Luxury Daily's live news from April 10:

[Fortnum & Mason hosts hunt for "rarebit rabbit"](#)

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British department store Fortnum & Mason is spurring online and in-store browsing leading up to Easter with a thematic scavenger hunt.

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[Sotheby's mythological earrings expected to break auction records](#)

On the heels of its record-breaking pink diamond sale, Sotheby's is looking to again make history with a pair of colored diamonds.

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[LVMH sees 15pc revenue growth in Q1](#)

Luxury conglomerate LVMH Mot Hennessy Louis Vuitton's revenue was up 15 percent in the first quarter of 2017.

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[Gucci brings eccentric point of view to Mr Porter exclusives](#)

Italian fashion label Gucci is launching a capsule collection specifically for Mr Porter's audience of sartorial-savvy men.

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[Edward Enninful named editor in chief of British Vogue](#)

Cond Nast's British Vogue has selected Edward Enninful as editor in chief Alexandra Shulman's successor.

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NEW YORK Brands could be missing out on a golden opportunity if they do not take advantage of local social media, an incredibly important part of the modern digital marketing landscape.

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British Airways focuses on the journey experience

British Airways is demonstrating its brand ethos of putting customers first with a new initiative that will make the experience of flying high-end, seamless and convenient.

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