

NEWS BRIEFS

Day's wrap: LVMH, Prada, Rosewood, Jean Paul Gaultier, Louis Vuitton and John Varvatos

September 11, 2019



Rosewood Guangzhou is the tallest 5-star hotel in the world. Image courtesy of Rosewood Hotels & Resorts

By STAFF REPORTS

Luxury Daily's live news from Sept. 11:

[LVMH to collaborate with authentication platform through startup program](#)

Luxury conglomerate LVMH Mot Hennessy Louis Vuitton is continuing to invest in anti-counterfeiting technology as it invites handbag authentication platform Entrupy to participate in its La Maison des Startups.

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[Prada to spotlight sustainability strategies at New York event](#)

Italian fashion company Prada Group is continuing its relationships with the Yale School of Management and Politecnico di Milano School of Management by bringing its annual sustainability summit stateside.

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[Rosewood Hotels tops Guangzhou skyline with new Chinese outpost](#)

Hospitality group Rosewood Hotels is adding to its footprint in mainland China with the opening of a new property in Guangzhou, which the group says is the tallest five-star hotel in the world.

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[Jean Paul Gaultier to receive humanitarian award for pushing fashion forward](#)

French fashion designer Jean Paul Gaultier is set to be honored by the We Are Family Foundation for his efforts to challenge traditional notions of individuality and beauty through his work.

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[Louis Vuitton visits Vietnam in Spirit of Travel effort](#)

French fashion house Louis Vuitton is taking consumers on a tour of Vietnam's sights in its latest Spirit of Travel

campaign.

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[John Varvatos partners with CRM leader to streamline shopping journey](#)

U.S. menswear label John Varvatos is ramping up its omnichannel efforts by partnering with a leading CRM company to enhance its digital properties in the vein of the brand's physical retail experience.

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[Webinar on Sept. 18: "Holidays 2019: Happy or Not?"](#)

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