

NEWS BRIEFS

Day's wrap: Burberry, Bentley, Gucci, DPA and Safilo

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Burberry is giving consumers perks for reselling their fashion. Image courtesy of The RealReal

By STAFF REPORTS

Luxury Daily's live news from Oct. 7:

[DPA campaign focuses on a diamond's journey](#)

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The Diamond Producers Association is touting the lengthy process behind natural diamonds in the latest chapter of its "Real is Rare, Real is a Diamond" campaign aimed at a millennial audience.

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[Kering Eyewear extends manufacturing agreement with Safilo](#)

Eyewear maker Safilo will continue to collaborate with Kering Eyewear on the production and supply of Gucci-branded frames for another three years.

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[Gucci courts "changemakers" with community-centric campaign](#)

Italian fashion label Gucci is heralding the launch of its Changemakers scholarship and grant program by compiling stories of real people who are making a difference.

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[Burberry promotes circular fashion with The RealReal](#)

British fashion house Burberry is linking with luxury consignment marketplace The RealReal to encourage consumers to extend the lifecycle of their clothing.

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[Bentley achieves carbon neutral certification](#)

Britain's Bentley Motors is taking another step towards becoming a more sustainable luxury automaker by receiving

a carbon neutral certification for its Crewe, England factory.

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