

NEWS BRIEFS

## Day's wrap: Prada, Roar Africa, Emirates, Gucci, Berluti and Luxury FirstLook 2020

January 9, 2020



*Gucci's spring summer 2020 campaign. Image courtesy of Gucci*

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By STAFF REPORTS

Luxury Daily's live news from Jan. 9:

[Prada plays with acronyms in menswear spring summer 2020 ad campaign](#)

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The Italian fashion label has enlisted musician Frank Ocean, actor Austin Butler and director, screenwriter and producer Nicolas Winding Refn who represent current and future archetypes of the hyper-fragmented mindset of tomorrow.

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[Roar Africa, Emirates debut \\$125K African safari with conservation and learning flavor](#)

Limited to 10 guests and 12 days, the trip is a bucket-list travel experience meant to preserve and support African wildlife, wild spaces and communities.

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[Gucci horses around with spring summer 2020 campaign](#)

Gucci's spring summer 2020 ad campaign is a fantastical trot down 1970s and '80s nostalgia, with era-appropriate cars, props and attired models. Did we forget the horses?

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[Berluti to produce capsule luggage collection with royal favorite Globe-Trotter](#)

Italian footwear and leather goods brand Berluti has partnered with Britain's Globe-Trotter to launch a capsule luggage collection as both marketers seek to tap each other's audiences.

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FirstLook 2020 conference in New York Jan. 15. Speakers include senior execs from Chanel, Kering, Pernod-Ricard, Boston Consulting Group, UBS, LVMH's Starboard, Meredith Luxury, Blade, Mitchells Stores, McCann Truth Central, Dentsu Luxe, Isobar, Adweek, Shullman Research Center, Digital Luxury Group, Klarna, Shanker Inc. and Resonance.

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