

NEWS BRIEFS

Prada, Roar Africa, Emirates, Gucci, Berluti and Luxury FirstLook 2020 – Live news

January 10, 2020

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Nicolas Winding Refn (@nicolaswr) attempts a redefinition of #PRADA in the #PradaSS20 Men's campaign by #DavidSims. Image credit: Prada

By STAFF REPORTS

Luxury Daily's live news from Jan. 9:

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



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.

[Please click here to read the article](#)

[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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[5 days left - register now for Luxury FirstLook Jan. 15](#)

The luxury business is in for tremendous upheaval in 2020. Register now for Luxury Daily's 8th annual Luxury 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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