

NEWS BRIEFS

Gucci, Audi and Dior

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Gucci is committing to contribute 0.5 percent of its media spend each time an animal is featured in the brand's ads. Image courtesy of The Lion's Share Fund and Gucci

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Cara Delevingne takes a shine to new Dior Addict lipstick](#)

French fashion house Christian Dior is introducing an update to its Dior Addict lipsticks, enlisting top model Cara Delevingne in a promotional push via video and social media and expanding on the beauty line that launched two years ago.

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[Audi offers free solar power subscription for eligible Audi e-tron SUV buyers](#)

A survey of Audi e-tron SUV owners found that environmental responsibility is among their top purchases considerations, along with quality, design and driving experience expected from the brand's vehicles.

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[Gucci pitches in to help Lion's Share fund raise \\$100M to protect biodiversity and nature](#)

Participating brands and companies are asked to contribute 0.5 percent of their media spend each time an animal is featured in their ads.

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