

NEWS BRIEFS

## Day's wrap: LVMH, UKFT, Gucci and learning from Spotify

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*Gucci's pre-fall 2020 ad campaign is placed in a wild setting with models and animals co-starring in an ode to childhood innocence. Image courtesy of Gucci*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

### [What digital advertising players can learn from Spotify](#)

The streaming music platform should serve as a role model when it comes to data privacy compliance and user choice.

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In an Instagram-based series called News From Home, LVMH enlists a journalist to call some of the group's key creative executives to see how they are coping, working and staying inspired under the COVID-19 coronavirus lockdown.

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The umbrella body for the United Kingdom's fashion and textiles sector is working with the country's government to help those in the business that have fallen through the cracks.

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### [Gucci debuts pre-fall 2020 ad campaign as an ode to innocence](#)

Italian fashion label Gucci has launched its pre-fall 2020 advertising campaign as a call to nature to enjoy the simple things in life.

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