

NEWS BRIEFS

LVMH, UKFT, Gucci and learning from Spotify

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LVMH's News From Home is yet another innovation from the owner of Dior and Louis Vuitton to keep its audiences engaged through lively content as talent and customers are housebound in COVID-19 quarantines. Image courtesy of LVMH

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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[LVMH on the line: News From Home is quick catch-up chat with group creatives](#)

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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[UKFT: Fashion "industry may well look very different in the future"](#)

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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[Which luxury sectors can easily transition online in response to the coronavirus?](#)

As coronavirus lockdowns continue for the foreseeable future, many brands are pivoting their strategy by looking for

new and better ways to connect to consumers online.

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