

NEWS BRIEFS

## Day's wrap: Gucci, Lyst, storytelling, Rolls-Royce and Rmy Cointreau

April 29, 2020



Media artist Refik Anadol in the first episode of "Inspiring Greatness," part of the Rolls-Royce Art Program. Image credit: Rolls-Royce Motor Cars

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Gucci launches on Douyin in play to reach Chinese millennials and Gen Z](#)

Gucci announced it is launching on the short video app platform Douyin the Chinese version of TikTok.

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[Off-White is hottest brand in Lyst Q1 report as casual, streetwear is housebound uniform](#)

Lyst's first-quarter data showed that Off-White's loyal and engaged social following has proven invaluable to generating demand for its streetwear-style products.

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[The art of B2B storytelling](#)

In today's COVID-19 environment, storytelling becomes increasingly important.

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[Rolls-Royce debuts new episodes of Inspiring Greatness in Muse art program](#)

British automaker Rolls-Royce Motor Cars has aired new episodes of its Muse art program as part of its cultural giveback to society. In the first episode, a key question is asked: What does it mean to remember the future?

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[Warning Q1 sales will dip 50-55pc, Rmy Cointreau continues support to COVID-19 relief efforts](#)

France's Rmy Cointreau Group, maker of the Louis XIII and Rmy Martin Cognac brands, is taking key steps in response to the ongoing public health crisis triggered by the COVID-19 coronavirus pandemic.

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[Can luxury brands thrive without department store wholesale support?](#)

Department store chains are facing hurdles like never before with the COVID-19-induced lockdowns. Not surprisingly, luxury brands that use these bricks-and-mortar stores to showcase their products maybe rethinking their approach to selling and marketing through the wholesale channel.

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