

NEWS BRIEFS

## Day's wrap: Modern Luxury, LVMH, Cheval Blanc, Kering, Gucci and Lexus

June 16, 2020

---

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Modern Luxury, raising funds for COVID-19 relief, to auction original art for Hope Issue cover](#)

Titled "Hold On To Hope," the piece of art from pop artist Thierry Guetta also known as Mr. Brainwash fuses pop imagery with cultural iconography by featuring a balloon that signifies love and hope.

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



[French chefs, under LVMH auspices, invite pandemic-tackling hospital employees for thank-you meal](#)

LVMH has debuted a new program for French chefs to invite hospital employees to their restaurants to thank them for their work combating the COVID-19 coronavirus outbreak.

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

[Harry Potter star Emma Watson appointed to Kering board of directors](#)

U.K. actor Emma Watson, DiDi Chuxing president Jean Liu and former Credit Suisse Group CEO Tidjane Thiam were named to the board of Kering, owner of fashion brands such as Gucci, Alexander McQueen and Bottega Veneta.

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

[Gucci debuts campaign with Jane Fonda for first sustainable line of merchandise](#)

Italian fashion label Gucci has debuted Gucci Off The Grid, its first collection from Gucci Circular Lines that is made out of sustainable materials.

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

[Japan's Lexus, in a first, turns to augmented reality app to debut new sport sedan](#)

The Lexus AR Play app is the first of its kind for the Toyota Motor-owned brand, keeping in mind the constraints arising from global social distancing measures.

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

[China's inward turn may cost Western luxury brands overseas](#)

With borders still not fully open worldwide, the largest group of luxury consumers is staying home, spelling trouble for Western brands.

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

[Call for nominations: Luxury Women to Watch 2021](#)

Even as more women ascend the decision-making ranks at luxury marketers amid the current healthcare crisis, work needs to be done to attract them to C-suite and key marketing, retail, media and digital positions in a business that shows resilience and long-term focus in good times and bad.

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

[Please click here to read the morning newsletter](#)

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.