

NEWS BRIEFS

## Modern Luxury, LVMH, Cheval Blanc, Kering, Gucci and Lexus

June 17, 2020



Emma Watson

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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.

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[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.

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[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.

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[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.

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

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

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### [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.

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### [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.

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