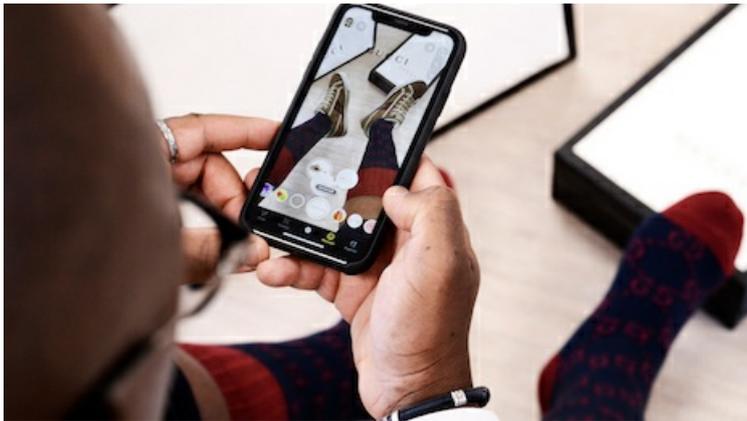


NEWS BRIEFS

## Cunard, Paris' FHCM, Launchmetrics, EU safe list, Gucci and Michael Kors

June 30, 2020



*Snapchat users can now use AR tech to virtually try on Gucci footwear to see if they like the merchandise and then have the option to buy it directly from that location. Image courtesy of Gucci*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Cunard donates 23 tons of food for distribution to impoverished in rural and coastal UK](#)

The Cunard cruise line has made a number of food donations from two of its ships to charity in its home country of the United Kingdom.

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[FHCM, in nod to times, picks Launchmetrics to digitize Haute Couture Week and Paris Fashion Week Men's edition](#)

The deal will bring the two events online to fashion buyers, media and consumers worldwide.

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[In blow to luxury tourism, China, US off safe list of countries welcome to EU](#)

The E.U. directive is a setback to luxury brands, hospitality groups and restaurants banking on travel from Chinese and U.S. consumers as Europe struggles to recover from the crippling fallout over COVID-19 lockdowns.

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[Gucci takes AR tech to Snapchat for footwear virtual trial and eventual purchase](#)

The AR technology will allow users to explore how different models of Gucci shoes look on their feet.

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[Michael Kors to donate \\$35M in merchandise to New York nonprofit Delivering Good](#)

U.S. fashion label Michael Kors has donated products worth \$35 million to Delivering Good, a New York nonprofit that helps kids, families and individuals in distress.

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[Hermès is star attraction as second-hand luxury handbag auction market takes off](#)

Affluent consumers are investing more in luxury second-hand handbags than in art, classic cars and even rare whiskey.

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[Last chance: 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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