

NEWS BRIEFS

Gucci, Panerai, Herms and relationship-building post-pandemic

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Such a mystery over the Simone Herms. Image credit: Simone Herms

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Gucci to unveil Epilogue collection via live-streaming](#)

Gucci creative director Alessandro Michele will present his Epilogue collection through a live-streaming event accompanied by the release of a visual narrative feature.

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[Italy's Panerai debuts new Pamcast editorial platform that embraces digital storytelling](#)

Pamcast revolves around four themes: lifestyle, Laboratorio di Idee, entertainment and straps/accessories that communicate Panerai's offerings and tips.

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[France's Herms, with "The Girl with the Black Bag," debuts third in film noir series](#)

A collision. Two Simone Herms bags swapped over. A young woman caught in an infernal spiral. A man willing to do anything to recover his property. But who is really calling the shots?

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[5 steps to turning a brand's sales force into a relationship-building team post-pandemic](#)

The only way forward in overcoming the growing aversion that affluent and wealthy clients have toward luxury goods and services sales associates is to transform and elevate the role. This is even more critical post-pandemic.

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[Louis Vuitton is top-ranking luxury brand for brand value](#)

Louis Vuitton, Chanel, Herms, Mercedes-Benz, BMW and Gucci were among the world's most valuable global brands this year.

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Luxury Daily is inviting opinion pieces on luxury business, advertising, marketing, media and retail issues that affect marketers as they run multichannel programs for branding as well as customer acquisition, retention and reactivation.

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