

NEWS BRIEFS

## Day's wrap: Fendi, Gucci, China's Qeelin, Saks Fifth Avenue and wines and spirits ecommerce

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

### [Fendi expands digital boundary with debut of first TikTok official channel](#)

Italian fashion label Fendi will July 12 launch its official TikTok channel, bringing together the verve of its maison with the social-first attitude of its millennial-focused F IS FOR platform.

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### [Gucci debuts new playful take on idea of imitation with Accidental Influencer project](#)

This time round, the Milan-based company juxtaposes the reissued and reimagined Gucci Tennis 1977 sneakers with images and videos of characters whose apparel match the furniture pieces and objects in their surroundings.

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### [Kering's Qeelin jewelry brand is symbol of China's growing pride for domestic champions](#)

The 15-year-old brand is the brainchild of Dennis Chan, who blends Chinese heritage with modern design and a whimsical spirit to create jewelry pieces that are resonating in China.

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### [Saks Fifth Avenue debuts \\$200-\\$600 meal kits for New York's wealthy](#)

While some department stores around the world have opened up their restaurants and cafes, many prefer not to take the risk. Some others, such as New York-based Saks Fifth Avenue, have gotten more creative to keep their customers happy.

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### [How alcohol legislation is evolving with growth in wines and spirits ecommerce sales](#)

The knock-on effect of the COVID-19 lockdown of retail stores has seen a surge in ecommerce operations across all sectors, including wines and spirits.

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### [Navigating the dystopian future of luxury fashion](#)

Advances in AI and technology and the health requirements of social distancing could threaten to generate an even more grim and dystopian future for luxury brands.

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