

NEWS BRIEFS

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

July 10, 2020



*U.K. distiller The Macallan is working with ecommerce specialist Thirstie to let consumers its range of Scotch whiskies directly from themacallan.com. Image courtesy of The Macallan*

---

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.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

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

[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.

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

[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.

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

[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 cafs, 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.

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

[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.

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

[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.

[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.