

NEWS BRIEFS

Day's wrap: Kering, Gucci, Rolls Royce and Alrosa

July 28, 2020



Gucci accounted for more than \$3 billion of Kering's H1 2020 revenues. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for July 28:

[Kering revenues fall to \\$6.3B, despite exponential ecommerce growth](#)

French luxury group Kering saw its revenues plunge about 30 percent in the first half of 2020 to 5.378 billion euro, or \$6.309 billion at current exchange, as fallout continues after the coronavirus pandemic led to widespread store closures and drastically reduced tourism amid global lockdowns.

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[Gucci curates genderless collections through MX Project](#)

Italian fashion house Gucci is emphasizing self-expression with the introduction of the MX Project, a curated collection of genderless apparel, accessories and footwear.

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[Rolls-Royce shares more behind-the-scenes details of new Ghost](#)

Rolls-Royce Motor Cars is rolling out an extensive multichannel campaign as the British automaker continues to hype the upcoming reveal of the new Ghost.

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[Alrosa launches Diamonds That Care collaboration](#)

Alrosa, the world's largest diamond miner, is partnering with a lab-grown diamond creator to launch a responsible jewelry collection as part of its Diamonds That Care initiative.

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[Fashion must radically reduce its contribution to biodiversity loss](#)

It is time for the apparel industry to radically reduce its contribution to biodiversity loss, argues McKinsey & Co.

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