

NEWS BRIEFS

## Gucci, Cunard, Veuve Clicquot, Brioni and Future of Luxury eConference

September 9, 2020



*If consumers cannot visit Gucci Garden in Florence, then Gucci Garden comes to consumers with the virtual tour. Image courtesy of Gucci*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

### [Gucci takes its Gucci Garden virtual with new tour](#)

Italian fashion giant Gucci, adapting to the times, has introduced a virtual tour of Gucci Garden, a building on Florence's Piazza della Signoria that houses the label's museum and curation by creative chief Alessandro Michele.

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### [Cunard, looking to bright future, announces grand World Voyage on Queen Mary 2 for 2022](#)

Cruise line Cunard is shaking off the travel blues by announcing the launch of an ambitious around-the-world voyage on its Queen Mary 2 flagship liner.

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### [Veuve Clicquot collaborates again with Yayoi Kusama on new Champagne packaging creation](#)

Veuve Clicquot has partnered once again with Japanese contemporary artist Yayoi Kusama to put her stamp on the French Champagne house's new prestige Cuve, La Grande Dame 2012.

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### [Brioni showcases Brad Pitt's laidback appeal in fall/winter 2020 ad campaign](#)

Shot in black and white, the campaign comprises a series of portraits that captures a languorous feel and laid-back approach to Mr. Pitt's take on fashion.

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### [40+ brand speakers, 35 sessions: Grab your seat at the Future of Luxury eConference Sept. 23-24](#)

Register now for Luxury Daily's Future of Luxury eConference Sept. 23-24 as brands and retailers face unprecedented changes in customer behavior. Check out our list of 40-plus speakers from the leading luxury brands and retailers worldwide and nearly 40 sessions in the agenda article. First 100 registrants receive Luxury Daily's

Future of Luxury special report! Register now limited seats online.

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**Pandemic will not slow down mobile ad growth: Forrester**

Even while consumers stay closer to home during the ongoing coronavirus pandemic, many have made smartphones their primary digital devices and brands should adjust their marketing to meet this important shift.

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