

NEWS BRIEFS

Day's wrap: Chanel, Gucci, Mercedes, Hennessy and luxury real estate

December 22, 2020



Behind-the-scenes of the SS21 ready-to-wear collection, Charlotte Casiraghi photographed by Inez & Vinoodh. Image credit: Chanel

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Dec. 22:

[Chanel names Charlotte Casiraghi as newest brand ambassador](#)

French fashion house Chanel has announced Charlotte Casiraghi, daughter of Princess Caroline of Monaco and granddaughter of Grace Kelly, as the brand's newest ambassador.

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[Gucci celebrates self-discovery with The North Face collaboration](#)

Italian fashion house Gucci released a new nature-inspired campaign showcasing its collaboration with outdoor recreation brand The North Face.

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[Mercedes parent Daimler pushes for new hybrid cloud-powered technology](#)

German automotive corporation and Mercedes-Benz owner Daimler AG is partnering with technology consultancy Infosys to drive hybrid cloud-powered innovation and IT infrastructure transformation within the automotive industry.

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[Hennessy amplifies cultural force of the NBA with film debut](#)

LVMH-owned Cognac brand Hennessy celebrates the start of the 2020-21 NBA season as the official spirit of the NBA, WNBA, NBA G League and USA basketball.

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[Luxury Daily debuts new conference focused on luxury real estate](#)

Register now for free for Luxury Daily's State of Luxury Real Estate 2021 (SOLRE) eConference Thursday, Jan. 14. The daylong event will focus on how affluent consumers are shaping the real estate market as they flee cities for

more space and social distance, enabled by remote working and schooling.

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[Retailers boost audience reach, in-app sales via Facebook, Instagram ads](#)

Marketers ramped up their spending on social media platform Facebook and its subsidiary, Instagram, during Black Friday and Cyber Monday, as retailers turned to ecommerce to make up losses suffered throughout the year due to the COVID-19 pandemic and declining foot traffic.

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