

NEWS BRIEFS

Day's wrap: Gucci, Valentino, Nicholas Kirkwood, Preferred Hotels and marketing webinar

January 22, 2021



The collaboration first launched in China, before debuting online. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Jan. 22:

[Gucci launches North Face collaboration online](#)

Italian fashion brand Gucci has made its new collaboration with outdoor recreation brand The North Face available on its ecommerce site.

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[Valentino introduces branded version of card game](#)

Italian fashion label Valentino is looking to woo a younger audience with a new version of a card game.

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[Nicholas Kirkwood revives Andy Warhol print to mark Chinese New Year](#)

British footwear brand Nicholas Kirkwood is celebrating Chinese New Year with a capsule collection inspired by the work of Andy Warhol.

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[Preferred Hotels launches auction program to reward loyalty members](#)

Hospitality group Preferred Hotels & Resorts has unveiled an auction system which allows members to use points to purchase hotel stays.

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[Webinar: Why authenticity matters even more for luxury brands as post-pandemic consumer evolves](#)

Register now for the free webinar on Wednesday, Feb. 3 at noon to 1 p.m. EST (New York time) titled, "Authenticity in a Post-COVID World: From the Eyes of a Marketer"

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Pandemic accelerating in-store, online changes: Saks Fifth Avenue CEO

Department store chain Saks Fifth Avenue has seen its physical stores continue to play a crucial role in boosting sales amid the COVID-19 pandemic, and executives do not believe this can be replaced by digital channels.

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