

NEWS BRIEFS

Gucci, Valentino, Nicholas Kirkwood, Preferred Hotels and marketing webinar

January 25, 2021



Gucci celebrates adventure in new collaboration with The North Face. Image courtesy of 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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