

Day's wrap: Kering, Gucci, Prada, Neiman Marcus, Parmigiani Fleurier and marketing webinar

January 28, 2021



In partnership with Kering, Conservation International plans to leverage its science to guide the implementation of the Regenerative Fund for Nature. Image credit: Conservation International

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Jan. 28:

[Kering, Conservation International launch sustainability fund](#)

French luxury conglomerate Kering and environmental nonprofit Conservation International have launched the "Regenerative Fund for Nature" to help finance farmers as they transition to regenerative agriculture across fashion's supply chain.

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[Gucci spreads love' in romantic digital campaign](#)

Italian fashion label Gucci is celebrating Valentine's Day with a dedicated zine in collaboration with photographer Brad Elterman.

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[Prada commits to reshaping a more inclusive industry](#)

Italian fashion conglomerate Prada Group has become the first luxury fashion company to join The Valuable 500, a global community dedicated to transforming the business system for the benefit of people with disabilities.

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[Neiman Marcus looks forward with merchandising, personnel advancements](#)

U.S. retail company Neiman Marcus Group is reshaping the luxury customer experience with advances in digital, merchandising and supply chain through new investments and key hires.

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[Parmigiani Fleurier appoints Guido Terreni CEO](#)

Swiss watchmaker Parmigiani Fleurier's board of directors has appointed Guido Terreni as chief executive officer of the company.

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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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[Resilience, adaptability drive consumer trends in 2021: Euromonitor](#)

The global pandemic has accelerated new habits, completely shifting how consumers will behave, spend and consume in 2021, according to a new report.

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