

NEWS BRIEFS

Day's wrap: Louis Vuitton, Bulgari, L'Oral, Bloomingdale's, Wheels Up and marketing webinar

February 1, 2021



Louis Vuitton Silver LockIt bracelet and DouDou Louis teddy bear. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Feb. 1:

[Louis Vuitton raises funds for children in need](#)

French fashion house Louis Vuitton is continuing its partnership with global nonprofit UNICEF to raise donations for children in need.

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[Bulgari introduces collection of personalized fragrances](#)

LVMH-owned Italian jeweler Bulgari is continuing its journey through the perfume space with a new personalized collection of fragrances.

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[L'Oral, NAACP launch inclusive grant program](#)

Beauty group L'Oral USA is partnering with the National Association of the Advancement of Colored People (NAACP) to present a new grant program for Black-owned beauty businesses.

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[Bloomingdale's celebrates inclusivity with Shop for Good! campaign](#)

U.S. department store Bloomingdale's has partnered with three cultural institutions and programs for its biannual philanthropic campaign dedicated to celebrating diverse and inclusive voices.

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[Wheels Up acquired for \\$2.1B](#)

Private aviation firm Wheels Up has agreed to become a publicly traded company through a merger with special

purpose acquisition company Aspirational Consumer Lifestyle Corp.

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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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[Retailers missing out on engaging post-sale opportunities](#)

U.S. retailers are overlooking valuable opportunities to engage their customers and inspire loyalty through the post-purchase customer journey, from checkout to delivery and returns, according to a new report.

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