

NEWS BRIEFS

## Day's wrap: Dom Prignon, Sotheby's, Lexus, Sephora, April Fools and brand protection webinar

April 1, 2021



*Dom Prignon and Lady Gaga are launching a partnership celebrating creativity and expression. Image credit: Dom Prignon*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for April 1:

[Dom Prignon taps Lady Gaga for multiyear, sparkling collaboration](#)

LVMH-owned Champagne house Dom Prignon is announcing a new partnership with Oscar-winning actor and singer Lady Gaga.

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[Sotheby's debuts Instagram filter ahead of jewelry auction](#)

Auction house Sotheby's is inviting consumers to feel like royalty with a new Instagram AR filter that allows users to virtually try on a magnificent tiara.

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[Lexus partners with Sky Arts, highlighting support for creativity](#)

Toyota Corp.'s Lexus is partnering with arts channel Sky Arts to support a creative community while highlighting the automaker's brand values.

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[Sephora celebrates makeup artist's journey on Transgender Day of Visibility](#)

LVMH-owned beauty retailer Sephora promoted Transgender Day of Visibility with a short film highlighting how the retailer's products have fostered a transgender woman's life and journey.

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[Brands get silly and stylish for April Fools' Day](#)

Several luxury brands are celebrating April Fools' Day with good-natured jokes ranging from brand changes to

helmets for bugs.

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#### [Webinar: Brand Protection in a Post-COVID World](#)

Register for the free webinar on April 7 at 11 a.m. to noon EST (New York time) titled, "Protecting brands from fast-growing counterfeiting, return fraud"

[Please click here to register](#)

#### [How gamification can help luxury brands offer immersive experiences](#)

While luxury brands may have initially been hesitant about experimenting with gaming and virtual influencers, these avenues offer marketers a way to build and maintain relevance with younger consumers.

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