

NEWS BRIEFS

LVMH, Prada Group, Richemont, Facebook, Macallan, Chopard, Natural Diamond Council and NetJets

April 21, 2021



LVMH, Prada Group and Richemont aim to bring more product traceability to luxury consumers. Image credit: Prada Group

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for April 20:

[LVMH, Prada Group and Richemont partner on blockchain consortium](#)

Luxury leaders LVMH, Prada Group and Richemont have joined forces on a program promoting the use of a single global blockchain solution open to all luxury brands.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

[Please click here to read the article](#)

[Facebook introduces new social audio features](#)

Social tech giant Facebook has announced it is building audio features which will allow users to engage in real-time conversations.

[Please click here to read the article](#)

[The Macallan sponsors Guggenheim initiative](#)

Scottish whisky maker The Macallan is supporting arts and culture by sponsoring The Solomon R. Guggenheim Museum's Saturday on the House initiative.

[Please click here to read the article](#)

[Julia Roberts embodies joy in Chopard's Happy Diamonds campaign](#)

Swiss jeweler Chopard is calling on one of the most beloved actors of all time to help convey diamond-induced joy in its latest campaign.

[Please click here to read the article](#)

[Natural Diamond Council announces new member](#)

The Natural Diamond Council (NDC) announced on Monday that Arctic Canadian Diamond Company has joined

the council, effective immediately.

[Please click here to read the article](#)

[NetJets shares global sustainability progress](#)

Private aviation firm NetJets released its first biannual update following the launch of its expanded Global Sustainability Program in October 2020.

[Please click here to read the article](#)

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.