

NEWS BRIEFS

Day's wrap: Gucci, Chanel, LVMH, Hermes, Rolls-Royce, eBay and social media

April 27, 2021



In a first of its kind lawsuit for both organizations, Italian fashion house Gucci and social tech giant Facebook have announced their joint lawsuit combating the sale of counterfeit Gucci products. Image credit: Gucci

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for April 27:

[Gucci, Facebook file joint lawsuit against alleged counterfeiter](#)

Italian fashion house Gucci and social tech giant Facebook have announced their joint lawsuit against the head of an alleged international counterfeiting business.

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

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

[Chanel launches sustainability partnership with Cambridge University](#)

French fashion house Chanel is launching a three-year sustainability partnership with Cambridge University in its latest environmental effort.

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

[LVMH announces new objectives for Life 360 environmental strategy](#)

French luxury goods conglomerate LVMH Mot Hennessy Louis Vuitton is announcing new objectives of its Life 360 environmental strategy, once again centering on the relationship between nature and creativity.

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

[Herms, Rolls-Royce partner to create bespoke vehicle](#)

British automaker Rolls-Royce has collaborated with Herms in producing the bespoke and stylish Phantom Oribe.

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

[Aiming to fuel luxury watch sales, eBay adds escrow option](#)

Online retail platform eBay is hoping to attract more watch-loving affluents with a new escrow option.

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

[Social media is not the future of digital luxury marketing](#)

A little over a decade ago, as platforms such as Twitter, Facebook, Weibo and Instagram hit critical mass, the question for many luxury brands was whether to embrace the medium and take traditional print- and event-based marketing online.

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

[Louis Vuitton, Gucci see growth with gamification opportunities](#)

With more consumers becoming gamers, luxury brands are among those capitalizing on opportunities to situate themselves in the mobile gaming world.

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

[Please click here to read the morning newsletter](#)

© 2021 Napean LLC. All rights reserved.

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