

NEWS BRIEFS

## Gucci, Chanel, LVMH, Herms, Rolls-Royce, eBay and social media

April 28, 2021



*Rolls-Royce has collaborated with Herms to give Japanese entrepreneur Yusaku Maezawa his ultimate bespoke vehicle. Image courtesy of Rolls-Royce*

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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.

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### [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.

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### [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.

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

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

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### [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.

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## 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.

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