

NEWS BRIEFS

## Gucci, Burberry, Dior, Bentley and Shiseido

May 18, 2021



*A Roblox avatar exploring the digitized Gucci Gardens Archetypes exhibit. Image credit: Gucci/Roblox*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for May 17:

### [Gucci launches virtual Gucci Gardens Archetypes on Roblox](#)

Italian fashion label Gucci is partnering with online gaming platform Roblox for an interactive virtual exhibit celebrating Gucci Garden Archetypes.

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### [Burberry brings AR experience to Olympia pop-ups](#)

British fashion label Burberry has launched a new augmented reality experience to compliment a new pop-up series centered around its new signature handbag, the Olympia.

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### [Dior delves into maison motifs in new podcast series](#)

France's Dior is exploring the history of the famed fashion house in a new podcast series.

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### [Bentley marks motorsports milestone](#)

British automaker Bentley Motors celebrated the centenary of its first racing win by returning to Surrey's famous Brooklands Racetrack.

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### [Shiseido appoints new CEO for Americas](#)

Japanese beauty group Shiseido has named industry veteran Ron Gee as president and CEO of Shiseido Americas as it looks to strengthen its positioning in the market.

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