

NEWS BRIEFS

Day's wrap: Lamborghini, Tod's, Missoni, Christie's and Le Meridien

May 19, 2021



Lamborghini has been pursuing sustainability since 2009. Image credit: Lamborghini

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for May 19:

[Lamborghini celebrates World Bee Day with new techno-hive](#)

Italian automaker Automobili Lamborghini, together with its own bee population of around 600,000, is honoring the United Nations' World Bee Day tomorrow with a new technological beehive.

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[Tod's taps Xiao Zhan as newest brand ambassador](#)

Italian fashion brand Tod's has announced Chinese actor and singer Xiao Zhan as its newest spokesperson, who will aim to interpret the brand's values and push it forward.

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[Missoni creative director steps down](#)

Italian fashion label Missoni has announced that longtime designer and daughter of brand founders Rosita and Ottavio, Angela Missoni will be stepping down as its creative director.

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[Christie's to auction history-making pink diamonds](#)

British auction house Christie's is selling the largest purple-pink diamond to be offered at auction on May 23.

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[Le Meridien reintroduces global summer program](#)

Marriott-owned hospitality group Le Meridien Hotels & Resorts is hoping to entice sun-seekers with the reintroduction of its Au Soleil summer program.

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[Luxury hotels, agencies cater to eager, vaccinated seniors](#)

Older travelers are driving new bookings as they look at being fully vaccinated as an opportunity to seek out new luxury experiences.

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