

NEWS BRIEFS

Day's wrap: Gucci, Louis Vuitton, Bentley, Land Rover and luxury real estate

May 27, 2021



Rectangular zip pouch is part of a limited-edition collection celebrating the store opening. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for May 27:

[Gucci opening new East Hampton store](#)

Italian fashion house Gucci has announced the opening of its new store in East Hampton, New York, the brand's only location in the East End.

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[Louis Vuitton provides official trophy travel case for Grand Prix de Monaco](#)

French fashion house Louis Vuitton has announced a multi-year partnership with the Automobile Club de Monaco (ACM), presenting a unique trophy travel case for the 78th edition of the Formula 1 Grand Prix de Monaco.

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[Bentley unveils new vehicle to drive diversity, inclusion plan](#)

British automaker Bentley Motors has announced new details within its diversity and inclusion strategy, as well as revealing a uniquely-designed Flying Spur to celebrate its focus on inclusivity.

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[Land Rover launches nature-inspired treasure hunt](#)

British automotive company Land Rover has launched a new platform, #Outspiration, aimed to encourage the public to get outdoors to improve mental health and wellbeing.

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[Hawaii tops list of global property destinations for luxury buyers](#)

One in five luxury homebuyers is seeking a residence in Hawaii, according to a new survey by Luxury Portfolio International, the luxury arm of Leading Real Estate Companies of the World.

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[Do consumers really care about brands' sustainable practices?](#)

More luxury brands are touting their sustainable initiatives from traceability to supply chain collaboration and more to reach conscious consumers, but only a select number of affluents are looking into the details.

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