

NEWS BRIEFS

Day's wrap: Gucci, Neiman Marcus, Vacheron Constantin and Lincoln

June 17, 2021



The Rhyton sneakers are among the first Gucci products made with Demetra. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for June 17:

[Gucci debuts new plant-based leather alternative](#)

Italian fashion label Gucci is introducing a new animal-free, plant-based material as it pushes for sustainable innovation.

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[Neiman Marcus adds new fashion and lifestyle director](#)

U.S. retailer Neiman Marcus has named Lisa Aiken as fashion and lifestyle director, a new created role reflecting the brand's latest move in transforming its merchandising and planning teams.

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[Vacheron Constantin emphasizes client services at new flagship](#)

Swiss watchmaker Vacheron Constantin has opened a New York flagship as it continues to prioritize client services.

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[Lincoln joins other luxury automakers in drive to electrification](#)

U.S. automaker Lincoln is debuting its first fully electric vehicle in 2022 as part of its centennial celebrations.

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[As shopping returns, so does interest in VIP perks](#)

With COVID-19 restrictions continue lifting in the United States, consumers are ready to shop but they come armed with new expectations for brand communications and offerings.

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