

NEWS BRIEFS

## Day's wrap: Dior, Gucci, Maserati and gender equality efforts

July 2, 2021



*Minneapolis-born actress and activist Yara Shahidi is the new face of Dior. Image courtesy of Dior*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for July 2:

### [Dior taps Yara Shahidi as global ambassador](#)

French fashion house Christian Dior has announced its newest global brand ambassador is American actress and activist Yara Shahidi.

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### [Gucci opens home for archives in Florence](#)

Italian fashion house Gucci has unveiled the new home of its archives in Via delle Caldaie in Florence, marking a major milestone in the brand's 100th anniversary celebrations.

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### [Maserati partners with Italian chef for special edition vehicle](#)

Italian automaker Maserati has released a special edition of its Levante SUV in collaboration with Michelin-star Italian chef Massimo Bottura.

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### [Luxury brands join Generation Equality Forum](#)

French conglomerate Kering and beauty group the Esté Lauder Companies are among the luxury players partnering with the nonprofit organization UNICEF to bridge the gender divide in connectivity, skills, jobs and online safety during the the Generation Equality Forum.

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### [Luxury acquisitions show signs of recovery, new frontiers](#)

The luxury industry has recently witnessed a multitude of mergers and acquisitions, indicating positive growth and emerging business opportunities despite a turbulent business environment.

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