

NEWS BRIEFS

Day's wrap: LVMH, Gucci, Chanel, Rolls-Royce and Crown & Caliber

July 20, 2021



Gucci and 100 Thieves Gaming collaborated on an exclusive backpack. Image courtesy of Gucci

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for July 20:

[LVMH acquires majority stake in Off-White, expanding relationship with Virgil Abloh](#)

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton is acquiring a majority stake in Off-White, deepening the relationship with Louis Vuitton's menswear creative director, Virgil Abloh.

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[Gucci collaborates with 100 Thieves for limited-edition backpack](#)

Italian fashion label Gucci is delving further into the gaming world through a new collaboration with 100 Thieves, a gaming organization and lifestyle brand.

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[Chanel announces five partners for Chanel Culture Fund](#)

French fashion house Chanel has announced its five partners for the Chanel Culture Fund with a new series of short films.

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[Rolls-Royce introduces Black Badge luggage for spontaneous drivers](#)

British automaker Rolls-Royce is expanding its Escapism Luggage Collection with new Black Badge editions.

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[Crown & Caliber, Grand Seiko launch trade-in service](#)

Secondhand watch marketplace Crown & Caliber is partnering with Japanese watchmaker Grand Seiko to introduce an exclusive trade-in program for customers in the United States.

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[From house heritage to creative storytelling, luxury brands keep podcasting](#)

When it comes to reaching affluent consumers in 2021, many luxury brands have recognized the benefits of audio.

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