

NEWS BRIEFS

## Day's wrap: Louis Vuitton, Kering, Cartier, Mot Hennessy, Farfetch and Lexus

October 6, 2021



*Ms. Jung has previously modeled for Louis Vuitton, and now becomes their newest ambassador. Image courtesy of Louis Vuitton*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Oct. 6:

### [Louis Vuitton taps 'Squid Game' actress HoYeon Jung as ambassador](#)

French fashion house Louis Vuitton has recruited Korean model and actress HoYeon Jung as its newest global brand ambassador.

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### [Kering, Cartier launch responsible watch, jewelry initiative](#)

French luxury conglomerate Kering and Richemont-owned French jeweler Cartier have teamed up with the Responsible Jewelry Council (RJC) to launch the Watch and Jewelry Initiative 2030, encouraging global watch and jewelry makers to commit to sustainability goals.

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### [Mot Hennessy selects official Champagne preservation partner](#)

LVMH's wine and spirits division Mot Hennessy has teamed up with global wine technology innovator Coravin, naming it the official preservation partner of Mot Hennessy Champagnes.

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### [Farfetch, Nataal further partnership celebrating Black creativity](#)

Online luxury retailer Farfetch and multimedia brand Nataal have launched the second iteration of their year-long partnership championing Black creativity in fashion.

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### [Lexus, Fender release limited edition guitar](#)

Toyota Corp.'s Lexus and American musical instrument manufacturer Fender have partnered to bring music fanatics a custom built, limited edition Fender Lexus LC Stratocaster guitar.

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### [Dior shares Paris Fashion Week experience with Blackpink's Jisoo](#)

French fashion house Christian Dior is revealing a behind-the-scenes look at its spring/summer 2022 show through the eyes of K-Pop singer and actress Jisoo.

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