

NEWS BRIEFS

Day's wrap: Cartier, Off-White, Starboard and Earth Day

April 22, 2022



Cartier is taking another step in furthering its commitment to sustainability. Image credit: Cartier

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for April 22:

[Cartier joins Gucci's Carbon Neutral Challenge](#)

French jeweler Cartier has agreed to join the CEO Carbon Neutral Challenge, a call-to-action coalition formed in 2019 by Gucci president/CEO Marco Bizzarri.

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[Off-White introduces first beauty line](#)

American fashion house Off-White has entered the beauty and personal care sector with the debut of its first line, Paperwork, which the brand describes as a beauty toolkit.

[Starboard welcomes Stella McCartney aboard](#)

LVMH-owned cruise retailer Starboard Cruise Services has partnered with Celebrity Cruises to offer travelers an immersive luxury lifestyle shopping experience onboard the Celebrity Beyond.

[Luxury brands bring awareness to climate change for Earth Day](#)

Through social media efforts and nonprofit collaborations, luxury brands are honoring Earth Day, but, as climate change poses a threat to all ecosystems, the messaging is not overwhelmingly celebratory.

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