

NEWS BRIEFS

## Cartier, Off-White, Starboard and Earth Day

April 25, 2022



*Stella McCartney sets sail with Starboard and Celebrity Cruises. Image credit: Celebrity Cruises*

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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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