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NEWS BRIEFS

Lanvin Group, Gucci, Tapestry and McLaren

April 28, 2022



Lanvin has modernized its logo and created a new website. Image credit: Lanvin Group

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for April 27:

Lanvin Group enlists Shopify to centralize digital platforms



Shanghai-based luxury fashion group Lanvin Group has tapped ecommerce solutions company Shopify to transform its digital platforms in North America.

Gucci swings for the fences with MLB collaboration

Italian fashion label Gucci is hitting the field with a new capsule collection in partnership with Major League Baseball.

Tapestry welcomes first chief inclusion officer

U.S. fashion group Tapestry, Inc. is reinforcing its commitment to diversity and sustainability with a new C-suite role.

McLaren appoints Ferrari alum as new CEO

British automaker McLaren has named industry veteran Michael Leiters as its new chief executive.

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