

NEWS BRIEFS

Day's wrap: Louis Vuitton, Gucci, Valentino, Mytheresa and Saks

May 10, 2022



Deepika Padukone is Louis Vuitton's first Indian ambassador. Image courtesy of Louis Vuitton.

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for May 10:

[Louis Vuitton announces new ambassador with Dauphine campaign](#)

French fashion label Louis Vuitton has delivered a star-studded campaign for its Dauphine bag, complete with a new ambassador.

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[Gucci, Adidas release lookbook ahead of June collection release](#)

Italian fashion label Gucci and German sportswear brand Adidas are teasing their new capsule collection with a new lookbook.

[Valentino commemorates founder's 90th birthday with iconic hoodie](#)

Italian fashion house Valentino is celebrating its founder's 90th birthday, transforming the milestone into a glamorous event.

[Mytheresa sees GMV, net sales growth in Q3](#)

Online luxury retailer Mytheresa has reported promising results for the third quarter of 2022 ended March 31, 2022, as the group eyes a strong full fiscal year.

[Saks launches digital efforts for AAPI Heritage Month](#)

Luxury retailer Saks is continuing its diversity efforts with a new multichannel campaign in honor of Asian American and Pacific Islander (AAPI) Heritage Month.

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