

NEWS BRIEFS

Day's wrap: Gucci, Salvatore Ferragamo, Volkswagen and Pernod Ricard

July 5, 2022



Gucci further commits to sustainability and circularity. Image credit: Gucci Equilibrium

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for July 5:

[Gucci joins Ellen MacArthur Foundation in circularity strategy](#)

Italian fashion house Gucci has become an official strategic partner of the Ellen MacArthur Foundation, accelerating its vision for a circular economy and regenerative agriculture.

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[Salvatore Ferragamo celebrates travel with capsule collection](#)

Italian leather goods company Salvatore Ferragamo has unveiled a new collection of footwear, "Ferragamo Nomadic Stories," celebrating contemporary travel.

[Volkswagen launches campaign for gender equality](#)

Germany's Volkswagen Group, parent company of Audi and Porsche, has unveiled a new campaign in line with the start of the UEFA Women's Euro 2022 tournament, shedding light on gender inequality in professional soccer.

[Pernod Ricard launches dedicated American whiskey unit](#)

French wine and spirits group Pernod Ricard is creating a dedicated "American Whiskey Collective" business unit to manage the marketing and production of its American whiskey brands.

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