

NEWS BRIEFS

Louis Vuitton, Lanvin Group, Hennessy, VF Corporation and luxury clientele

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Louis Vuitton values heritage in its travel pieces this season. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Dec. 6:

[Louis Vuitton pushes heritage trunks in new film as holiday travel ramps up](#)

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The Courier 110 Trunk, centerpiece of the French fashion house, was highlighted in the latest Louis Vuitton video in "The Story Behind Me" episode.

[Lanvin Group absorbs South Korean seller as potential of domestic market grows](#)

Handsome Corporation, a fashion house from South Korea, joined the Lanvin Group's family of luxury fashion companies.

[Hennessy marks World Soil Day via agroforestry viticulture program](#)

French Cognac brand Hennessy is participating in an agroforestry viticulture program in honor of World Soil Day.

[VF Corporation names Benno Dorer as interim president/CEO amidst transition](#)

Struggling with decreasing demand, VF Corporation, one of the leading active brands globally, has appointed Benno Dorer as its temporary CEO since the retirement of Steve Rendle.

[Luxury brands on alert: Why your most loyal clients break up first](#)

An acquaintance, who describes herself as one of the best clients of Chanel, told me the following story.

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