

NEWS BRIEFS

## LVMH, Gucci, Saks and Chteau d'Yquem

April 18, 2023



*Gucci is highlighting the place that the Bamboo 1947 purse holds in women's lives with the help of Ms. Wen. Image courtesy of Gucci*

---

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for April 17:

**LVMH welcomes Kuroki as first-ever Japanese Mtiers d'Art partner**

French luxury conglomerate LVMH is adding Japanese denim maker Kuroki to its specialized Mtiers d'Art lineup.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

**Gucci taps Chinese supermodel Liu Wen for Bamboo 1947' campaign**

Italian fashion label Gucci is dedicating the brand's newest advertising slot to an archival creation.

**Saks boosts exclusive Jacquemus capsule with in-store installations, VIP engagement**

U.S. retailer Saks Fifth Avenue is ushering in the summer season with the launch of a new capsule fit for the French Riviera.

**Chteau d'Yquem draws on ancestral expertise for 2020 vintage drop**

LVMH-owned Chteau d'Yquem is celebrating the senses in light of an aged release.

[Please click here to read the morning newsletter](#)

---