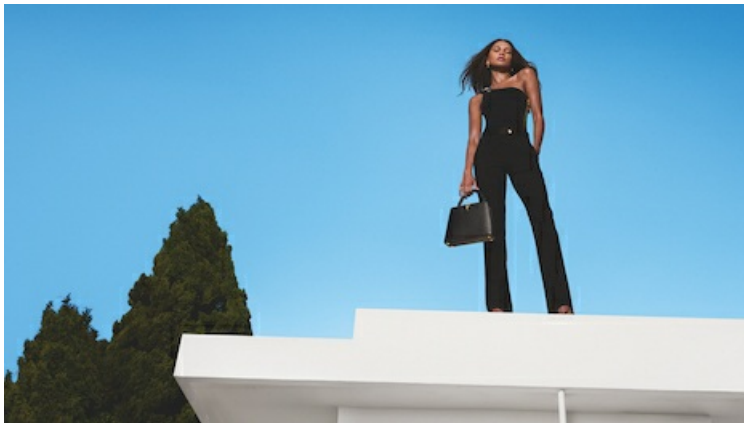


NEWS BRIEFS

Day's wrap: Louis Vuitton, Cartier, Rmy Cointreau and Jo Malone

April 21, 2023



Carrying the home team's Capucines handbag, Zendaya stars in a campaign shot on-site in Cte d'Azur lensed by photographer duo Mert Alas and Marcus Piggott.

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for April 21:

[Louis Vuitton moves new ambassador, actress Zendaya, front-of-house](#)

The Golden-Globe winning talent, who adds an accompanying brand ambassadorship to her belt, is lending a new luxury house her likeness as the face of the brand's latest Capucines campaign.

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

[Cartier names Amal Clooney to new Voices' collective](#)

French jewelry maison Cartier is joining a famed human rights activist in pursuit of justice.

[Rmy Cointreau brings newly-launched perfumery to US market](#)

French Cognac maker Rmy Cointreau is releasing an inventive collection stateside.

[Jo Malone partners with London-based BoTree Hotel for luxury amenity launch](#)

The BoTree Hotel, owned by Preferred Hotels & Resorts, is teaming up with a British luxury fragrance brand to boost the stay of guests by way of a unique set of scents.

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