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NEWS BRIEFS

Louis Vuitton, Cartier, Rmy Cointreau and Jo Malone

April 24, 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 actress Zendaya front of house as ambassador

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.



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 exclusive 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.

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