

NEWS BRIEFS

Day's wrap: Gucci, Bentley, Louis Vuitton and luxury myths

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Alia Bhatt is one of the most popular Indian actors of her generation. Courtesy of Gucci. Photo by Mark Seliger

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for May 12:

[Gucci taps Alia Bhatt as first Indian global brand ambassador](#)

Italian fashion giant Gucci has welcomed a multi-hyphenate talent into its community, known for her acting, producing and entrepreneurial work.

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[Bentley Americas given net-zero status by The Carbon Trust](#)

British automaker Bentley worked for 12 months with the climate authority to get closer to its long-term sustainability goals.

[Louis Vuitton partners with Michelin-starred chef for fusion concept](#)

French fashion house Louis Vuitton is showing an appreciation for multicultural spaces with the help of a fine dining master in Seoul.

[Abounding luxury myths affecting brand performance](#)

Myths abound with respect to the definition of luxury and luxury's best customers.

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