

NEWS BRIEFS

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:

[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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