What made luxury headlines this week

FEATURED NEWS Yashita Damani May 15, 2026 16 minutes read

This week, hospitality giants, watchmakers, jewellery labels and design houses leaned into experiential storytelling through tennis, padel, collectible interiors and global retail expansion. Indian luxury players also continued gaining international momentum across spirits and craftsmanship. Together, the updates reflect a broader shift toward community driven luxury rooted in access, emotion and lifestyle. Read on.

Manish Malhotra enters luxury hospitality celebrations with A Dot

Image Courtesy: Manish Malhotra, A Dot

Manish Malhotra has partnered with A Dot to create what is being positioned as India's first designer led destination for weddings, MICE and large scale celebrations. Located in Gurgaon, the expansive venue is known for its 75,000 square foot pillarless event space designed for luxury weddings, cultural gatherings and premium social events. The collaboration aims to merge couture sensibility, spatial storytelling and immersive hospitality into a single design driven experience tailored for India's evolving luxury celebrations market. For Manish Malhotra, whose influence already extends across bridal couture, cinema and large scale wedding direction, the partnership marks a natural expansion into experiential luxury spaces. The move also reflects how Indian luxury weddings are becoming holistic lifestyle productions where fashion, architecture, hospitality and storytelling intersect at a grand scale.

Canali names Alessio Lillocci creative director

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Image Courtesy: Canali

Italian menswear house Canali has named Alessio Lillocci as its new creative director. Lillocci will oversee the maison's creative vision while ensuring continuity between craftsmanship, product development and contemporary menswear design. Raised around his mother's tailoring workshop, the designer brings more than two decades of experience across leading Italian menswear companies. For Canali, the move reinforces its commitment to timeless Italian sartorial excellence while carefully modernising the brand for a new generation of luxury consumers.

Panerai pushes performance further with new Submersible GMT

Image Courtesy: Panerai

Beyond its technical architecture, the new Panerai Submersible GMT PAM01495 also reflects the maison's long standing experimentation with titanium innovation. Panerai was among the first watchmakers to introduce 3D printed titanium technology into haute horlogerie, filing a patent for the process in 2012, while its association with titanium dates back to the 1985 Mille Metri prototype developed for professional diving. The new model continues that legacy through a lightweight yet highly resistant DMLS titanium construction paired with a fully skeletonized automatic calibre, underscoring the brand's commitment to combining advanced engineering with functional tool watch aesthetics.

Accor serves Roland Garros far beyond the court

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Image Courtesy: Accor

Accor is expanding its partnership with Roland-Garros through a hospitality driven campaign tied to the May 18 to June 7 tournament season. Led by ALL Accor, the initiative transforms hotels into immersive extensions of the Grand Slam atmosphere through themed suites, screenings, culinary collaborations and loyalty experiences. At the center is Raffles Paris, redesigned with clay court inspired installations and tennis references alongside collaborations with Lacoste and pastry chef Yazid Ichemrahen. International activations will also roll out across properties in Tokyo, Shanghai and São Paulo, while members can redeem points for premium match access and hospitality lounge experiences.

Audemars Piguet rallies behind padel's global rise

Image Courtesy: Audemars Piguet

Swiss watchmaker Audemars Piguet has become the official timekeeper of the Qatar Airways Premier Padel Tour, marking the maison's latest move into high growth sports culture. The partnership spans 25 tournaments across 17 countries and includes branded court clocks, global activations and exclusive Pro am experiences tied to the rapidly expanding sport. Simultaneously, the brand has signed Argentinian player Agustín Tapia as a global ambassador, joining a roster that already includes Serena Williams and Simone Biles. Padel's growing appeal among affluent younger audiences makes it an increasingly strategic space for luxury brands seeking relevance beyond traditional sponsorship models.

Longines keeps time at the Kentucky Derby once again

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Image Courtesy: Longines

Longines returned as the official timekeeper of the Kentucky Derby, continuing its longstanding relationship with elite equestrian sport. The maison timed the victories of Golden Tempo and Always a Runner during the 152nd edition of the races held May 1 and 2. Longines' continued visibility at the Derby reinforces the brand's alignment with heritage, elegance and precision timing within one of luxury sport's most iconic annual events. Horse racing remains a culturally rich platform where fashion, hospitality and legacy luxury naturally intersect. For Longines, maintaining a presence within the Kentucky Derby ecosystem is less about trend driven visibility and more about reinforcing timeless brand values tied to tradition and sophistication.

Tanzire brings demi fine luxury to Kala Ghoda

Image Courtesy: Tanzire

Tanzire has opened its first flagship store in Kala Ghoda, marking a major milestone for India's growing demi fine jewellery market. Founded by Suhani Batwara, the brand has built a loyal audience through curated global jewellery labels and its in house fine jewellery line. The 235 square foot store moves away from traditional jewellery retail by encouraging customers to touch, layer and style pieces freely within a softer, more intimate setting. The flagship also marks the return of Tanzire's piercing studio while showcasing collections from over 25 women led brands alongside Tanzire Fine's gold and lab grown diamond pieces. Located within Mumbai's cultural district, the store reflects changing luxury consumer preferences centered around self expression, accessibility and experiential retail.

Piccadily Distillery puts Indian spirits on the global map

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Image Courtesy: Piccadily Distillery

Piccadily Distillery has secured major wins at the London Spirits Competition 2026 and Asian Spirits Masters 2026, reinforcing India's growing authority within the premium global spirits market. Indri Agneya received 95 points and was named Indian Single Malt Whisky of the Year, while Cashmir Vodka earned Double Gold with 96 points. The company also swept top honours at the Asian Spirits Masters through Indri Trini, Indri Dru and Camikara Rum 8 Year Old. The recognition highlights increasing international demand for premium Indian spirits across whisky, vodka and rum categories. As global consumers seek authenticity and emerging luxury markets, Indian distilleries are beginning to compete more confidently alongside established international players.

Jaipur Rugs turns Kengo Kuma's architecture into artful surfaces

Image Courtesy: Jaipur Rugs

Jaipur Rugs has unveiled FACES, a new collection inspired by the architectural philosophy of Kengo Kuma at Salone del Mobile. Rather than directly replicating architecture, the collection translates Kuma's signature interplay of light, texture and spatial rhythm into handcrafted surfaces rooted in Indian craftsmanship. Designs inspired by concepts such as Sukima, Bokashi and Kigumi reinterpret Japanese architectural principles through weaving, tonal layering and tactile detailing. The collection positions rugs not simply as decorative objects but as atmospheric design elements capable of shaping interior experiences.

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