

NEWS BRIEFS

## Dame Anna Wintour, Bernard Arnault, Porsche and winemakers – News briefs

May 8, 2017



Anna Wintour wearing a Hillary Clinton tee designed by Marc Jacobs

By STAFF REPORTS

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Today in luxury marketing:

### [Anna Wintour receives DBE from Queen Elizabeth at Buckingham Palace](#)

Anna Wintour traveled across the pond to London's Buckingham Palace on May 5 to receive her DBE, or Dame Commander of the Order of the British Empire, from Queen Elizabeth II, reports Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

### [Arnault joins French CEOs backing Macron over Le Pen](#)

Bernard Arnault, chief executive officer of luxury-goods conglomerate LVMH and France's richest man, joined other business leaders in endorsing independent presidential candidate Emmanuel Macron in the May 7 runoff against the National Front's Marine Le Pen, according to Bloomberg.

[Click here to read the entire article on Bloomberg](#)

### [Porsche opens digital center in Silicon Valley](#)

Porsche said it is opening a digital technology center with 100 staff in Silicon Valley to forge new partnerships, cooperate with venture-capital companies and invest in new companies, says Automotive News.

[Click here to read the entire article on Automotive News](#)

### [How luxury winemakers are cutting out the middleman](#)

It may not look like it to judge from the prices but the producers of the most famous wines in the world have a problem. Now that their trophy bottles have moved into the luxury goods category, they are obvious targets for speculators (and counterfeiters, but that's another story). The problem the producers have is to find and pamper

those who will actually drink their stuff rather than trade it, per Financial Times.

[Click here to read the entire article on Financial Times](#)

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