

NEWS BRIEFS

Tiffany, sponsored content, Burberry and Bugatti – News briefs

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Elle Fanning in Tiffany's Legendary Style campaign. Image credit: Tiffany & Co.

By STAFF REPORTS

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[Tiffany hunts for path to regain "cool"](#)

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The turmoil at Tiffany & Co. reached a climax on a Sunday in February, just hours before the launch of a new Super Bowl ad campaign featuring Lady Gaga, according to the Wall Street Journal.

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[Fashion's full disclosure or not](#)

Imagine you're reading a review of a new fashion collection recently unveiled in a far-flung destination. Living vicariously through the writer's words, you're flown first-class to Rio de Janeiro or Kyoto, Japan or Florence, Italy, says The New York Times.

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[Burberry investor Royal London to vote against pay report](#)

Burberry investor Royal London Asset Management expressed continued concern about corporate governance at the British luxury brand and said it would vote against the company's pay report, reports Reuters.

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[The Bugatti Chiron is coming to the US, but who is buying it?](#)

Bugatti introduced its \$2.99 million Chiron supercar in Geneva last year, but it won't be until next month that Volkswagen's crown jewel brings the fastest car in the world to American shores, per Bloomberg.

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