

NEWS BRIEFS

## Day's wrap: Longines, Lexus, Marriott, Pernod Ricard and Gucci

May 1, 2018



*Longines Masters began in Paris and ended in New York. Image credit: Longines*

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By STAFF REPORTS

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Longines showcases Conquest V.H.P. watch at equestrian tournament

Swiss watch brand Longines reinforced its ties to the equestrian world by hosting the Longines Masters competition in New York.

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Lexus accelerates lifestyle strategy as automakers move beyond cars

As automotive brands look to expand their influence into general luxury lifestyle, Lexus is fueling its own ambitions with the opening of a high-end lounge at the Brussels Airport in Belgium.

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Marriott expands luxury presence by acquiring ILG for \$4.7B

Global hotel group Marriott Vacations Worldwide Corp. is acquiring luxury hotel group ILG along with all of ILG's properties.

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Pernod Ricard becomes official partner of amfAR

Wine and spirits group Pernod Ricard is putting its stable of fine drinks to work for a good cause as the official partner of amfAR, the foundation for AIDS research.

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Gucci recruits team of artists for Acqua di Fiori campaign

Italian fashion house Gucci is rolling out a new digital campaign promoting its latest fragrance Acqua di Fiori.

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