

NEWS BRIEFS

## Christie's, LVMH, BMW, Ulysse Nardin, Rebag and Porsche – Live news

October 12, 2018



*Ulysse Nardin is making an appearance at the Fort Lauderdale International Boat Show. Image credit: Ulysse Nardin*

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By STAFF REPORTS

Luxury Daily's live news from Oct. 11:

[Ulysse Nardin dives into boat show appearance as official timekeeper](#)

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Swiss watchmaker Ulysse Nardin is celebrating its nautical roots through a partnership with the Fort Lauderdale International Boat Show.

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[Christie's embraces blockchain for auction records](#)

Auction house Christie's is leveraging blockchain technology to provide buyers at an upcoming sale with secure certification of their art investments.

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[BMW aims to up China production with increased investment](#)

German automaker BMW Group is investing in China with the early extension of its joint venture with local player Brilliance China Automotive Holdings Ltd (CBA).

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[LVMH taps CEO for Jean Patou](#)

As it continues its revival of the Jean Patou house, LVMH Mot Hennessy Louis Vuitton has named Sophie Brocart as the brand's CEO.

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[Rebag embraces on-demand economy via short-term ownership](#)

Secondhand luxury handbag seller Rebag is looking to make it easier for consumers to invest in high-end purses

with the launch of a circular ownership program.

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[Porsche appeals to thrill seekers with watersport adventure](#)

German automaker Porsche is leaning into a sense of adventure in a new short film that is a departure from the marque's usual advertising narratives.

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