

NEWS BRIEFS

Day's wrap: BMW, IWC, Moda Operandi, Nordstrom, W Magazine and Benetti

June 25, 2019



Many luxury brands are showing their support for the LGBTQ community during Pride. Image credit: Saks Fifth Avenue

By STAFF REPORTS

Luxury Daily's live news from June 25:

[BMW shines a light on the history of New York's LGBTQ community](#)

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German automaker BMW is working with CNN in support of the LGBTQ community in a new campaign for Pride month.

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[IWC Schaffhausen latest watch brand to tap Tom Brady](#)

Swiss watchmaker IWC Schaffhausen is tapping a coveted ambassador in a move it believes embodies greatness.

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[Moda Operandi taps managing director for China growth](#)

Online retailer Moda Operandi is looking to grow further into mainland China with the appointment of its first China-based team leader.

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[Nordstrom celebrates anniversary with interactive sales events](#)

Department store chain Nordstrom is promoting its most prominent annual sales event happening online and in stores with a multichannel campaign.

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[W Magazine acquisition forms Future Media Group](#)

Media group Cond Nast has finally closed a deal with a buyer for W Magazine, and the publication will now be owned by Future Media Group.

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[Benetti to deliver yacht to China in 2021](#)

Italian yacht designer and manufacturer Benetti is one of many luxury brands to see growth in the Asia-Pacific region, as it builds its first yacht for China.

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