

NEWS BRIEFS

Day's wrap: Herms, Rolex, Porsche, Cunard, Ulysse Nardin and Le Bon March

July 23, 2019



Le Bon March Sur Mer campaign. Image credit: LVMH

By STAFF REPORTS

Luxury Daily's live news from July 23:

[Cunard taps adventurers for Alaskan journeys](#)

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Cruise line Cunard is working with a pair of explorers to bring a taste of adventure to its travelers onboard its Alaskan sailings.

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[Le Bon March turns store into seaside escape](#)

LVMH-owned Parisian department store Le Bon March is bringing the feeling of vacation to its sales floors with a summery campaign.

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[Ulysse Nardin takes apart timepieces in SoHo pop-up](#)

Swiss watchmaker Ulysse Nardin is infusing the timepiece buying process with augmented and virtual reality through a pop-up at Watches of Switzerland in New York.

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[Porsche blends charity and cuisine in festival sponsorship](#)

German automaker Porsche's United States distributor is becoming the exclusive car sponsor of the Las Vegas Food & Wine Festival.

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[Herms' H1 revenues climb 15pc](#)

French luxury group Herms saw strong growth in the first half of 2019, driven partly by an 18 percent year-over-year

uptick in Asian sales.

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[Rolex tees up for The Evian Championship](#)

Swiss watchmaker Rolex is returning as a sponsor of The Evian Championship, showing its commitment to supporting women's gold.

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