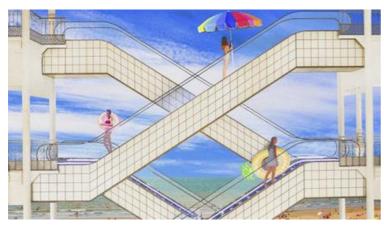


NEWS BRIEFS

## 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



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

Click here to read the entire article

## 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.

Click here to read the entire article

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.

Click here to read the entire article

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.

Click here to read the entire article

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.

Click here to read the entire article

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.

Click here to read the entire article

Click here to read the morning newsletter

Webinar on Aug. 21: "Property and Furnishings: How to Hit a Home Run"

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