

NEWS BRIEFS

Day's wrap: Bally, Cunard, HBC, Four Seasons and Safilo

July 26, 2019



Members of the Peak Outlook expedition on Mount Everest. Image credit: Bally

By STAFF REPORTS

Luxury Daily's live news from July 26:

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

Bally shares new outlook on adventure, conservation

Swiss apparel and accessories label Bally is going to new heights to showcase its commitment to adventure and environmental protection.

[Click here to read the entire story](#)

[Cunard brings sports history on transatlantic journey](#)

Luxury cruise line Cunard is bringing sports history aboard its Queen Mary 2 ship, where fans can bid on memorabilia while on their trip.

[Click here to read the entire story](#)

[HBC continues its privatization plan review, asking for shareholder input](#)

Retail group Hudson's Bay Company is inviting its shareholders to comment on their views about a possible privatization of the company.

[Click here to read the entire story](#)

[Four Seasons unveils its first influencer collaboration for Envoy](#)

Hospitality brand Four Seasons Hotels and Resorts is continuing on with its special influencer program with its first selected artist, allowing guests to follow along with a curated trip.

[Click here to read the entire story](#)

[Safilo pivots to embody sustainability in marketing materials](#)

Eyewear maker Safilo is one of many apparel and accessories manufacturers looking for a more sustainable future

with its commitment to having all of its marketing materials be Forest Stewardship Council certified.

[Click here to read the entire story](#)

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.