

NEWS BRIEFS

Day's wrap: Burberry, Audi, Peninsula, LG Signature and Americana Manhasset

August 21, 2019



Burberry's autumn/winter 2019 campaign. Image courtesy of Burberry

By STAFF REPORTS

Luxury Daily's live news from Aug. 21:

[Peninsula Beverly Hills lets guests go off-road in a Rolls-Royce](#)

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

The Peninsula Beverly Hills is teaming up with British automaker Rolls-Royce on an experience that takes the marque's first SUV out of the city.

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

[Americana Manhasset crosses pond to spotlight fall fashions](#)

Long Island-based shopping center Americana Manhasset is journeying across the Atlantic Ocean in a campaign set in southern England.

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

[Audi to promote e-tron around Emmys](#)

German automaker Audi is returning as a sponsor of the Emmys for the ninth year, using the television awards as a platform to spotlight its electric vehicles.

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

[Burberry takes cues from British culture, climate in fall campaign](#)

British fashion house Burberry is juxtaposing the reserved and the relaxed in an advertising campaign that aims to further its inclusive brand positioning.

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

[LG Signature blends art, technology in IFA appearance](#)

Electronics and appliance maker LG Signature is teaming up with architecture firm Studio Fuksas to demonstrate

how its products bridge multiple design styles.

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

[Click here to read the morning newsletter](#)

© 2020 Napean LLC. All rights reserved.

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