

NEWS BRIEFS

Day's wrap: Tag Heuer, Boll & Branch, Montblanc, Tmall, Aston Martin and Hublot

August 26, 2019



Noonoori "went" to Tokyo for a Mulberry partnership. Image credit: Alibaba

By STAFF REPORTS

Luxury Daily's live news from Aug. 26:

[Aston Martin seeks to advance women's empowerment by backing TV show](#)

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British automaker Aston Martin is supporting a television show that celebrates female empowerment, as part of its effort to improve diversity at the top ranks of the car industry.

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[Tmall Luxury Pavilion game sends virtual ambassador around the globe](#)

Chinese ecommerce giant Alibaba's Tmall is looking to drive engagement among its luxury customers through a game featuring computer-generated influencer Noonooori.

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[Hublot commits to rhino conservation cause](#)

Swiss watchmaker Hublot is putting attention on the problem of rhinoceros poaching through a partnership with a conservation organization.

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[L Catterton makes \\$100M investment in Boll & Branch](#)

Sustainable linen label Boll & Branch has received a \$100 million investment from private equity firm L Catterton's Flagship Buyout Fund.

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[Tag Heuer furthers Formula E presence with Porsche partnership](#)

Swiss watchmaker Tag Heuer is partnering with German automaker Porsche to take their motorsports relationship

into electric street racing.

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[Montblanc gives back with tennis collaboration](#)

German watchmaker Montblanc is teaming with a tennis star to support children's educational programs.

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[Webinar on Sept. 18: "Holidays 2019: Happy or Not?"](#)

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