

NEWS BRIEFS

Day's wrap: Barneys, LVMH, Mytheresa, Tag Heuer, Volkswagen and Doxa

August 27, 2019



Frances Tiafoe in Tag Heuer's campaign. Image courtesy of Tag Heuer

By STAFF REPORTS

Luxury Daily's live news from Aug. 27:

[Doxa updates brand identity amid international push](#)

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Swiss watchmaker Doxa is updating its marketing and branding as part of its effort to present a cohesive image to a global audience.

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[Former Volkswagen Group chairman Ferdinand Pich dies](#)

German automaker Volkswagen Group is remembering its longtime CEO and chairman Ferdinand Pich for his role in automotive history.

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[Mytheresa's online revenues up 25pc in fiscal 2019](#)

German fashion retailer Mytheresa's revenues grew in fiscal year 2019, as its online business alone rose 24.7 percent.

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[Tag Heuer campaign spotlights tennis' next generation](#)

Swiss watchmaker Tag Heuer has tapped a trio of rising tennis stars as ambassadors, highlighting a shared dedication to precision.

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[Farfetch refutes report that it is buying Barneys](#)

Ecommerce group Farfetch is denying a report that it is purchasing department store chain Barneys New York.

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[LVMH joins effort to battle Amazon forest fires](#)

Conglomerate LVMH Mot Hennessy Louis Vuitton is donating to the effort to fight wildfires in the Amazon.

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

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