

NEWS BRIEFS

Day's wrap: BMW, LVMH, Kering and Lamborghini

December 23, 2019



For LVMH, 2019 was a year of engagement with art and culture to underscore the roots of its 75-plus maisons. Image credit: LVMH

By STAFF REPORTS

Luxury Daily's live news from Dec. 23:

[BMW under SEC investigation: WSJ report](#)

The United States' Securities and Exchange Commission is investigating German automaker BMW, according to report from The Wall Street Journal.

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[For LVMH, 2019 was a "year of engagement with art and culture"](#)

In a year-that-was look-back, Bernard Arnault pointed out how the French conglomerate's 75-plus maisons' appeal is rooted in the creation of exceptional products arising from exquisite craftsmanship and rare mtiers.

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[Kering throws weight behind Make.org as part of sustainability support](#)

The owner of Gucci, Saint Laurent and Balenciaga is taking yet another step to boost its eco-creds by backing an effort to generate public feedback and sway official policies on protecting the environment.

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[Lamborghini Christmas 2019 video highlights hardcore fans](#)

The video, running two minutes and eight seconds, follows the true story of Sterling Backus and Xander, his 12-year-old son.

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[Major brands share outlook for 2020 - join us at Luxury FirstLook Jan. 15](#)

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McCann Truth Central, Dentsu Luxe, Publicis Sapient, Adweek, Shullman Research Center, Digital Luxury Group, Klarna, Shanker Inc. and Resonance.

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