

NEWS BRIEFS

Burberry, Boucheron, Porsche Design and Tiffany

July 2, 2020



All profits from the sale of the Tiffany Infinity Collection through Aug. 31 will go to COVID-19 relief. Image courtesy of Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Burberry turns to CGI tech for reality-to-fantasy campaign for TB Summer Monogram collection](#)

British fashion brand Burberry has launched a fantastical campaign using CGI technology to promote its TB Summer Monogram collection, the second in its series.

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[French jeweler Boucheron, with "For Better and For Worse" podcast series, launches episodes on the Marlboroughs and Curzons](#)

The cash-starved ninth Duke of Marlborough's union with American railroad heiress Consuelo Vanderbilt and the marriage of Viceroy of India Lord Curzon and U.S.-born Mary Leiter is the focus of the next couple of episodes from Boucheron's new podcast series. It makes for engaging listening of the customs of a bygone era.

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[Porsche Design, matching bespoke capability for cars, to enable 1.5M design options for wristwatches](#)

Porsche Design is taking a page from sports car factories and letting consumers select from more than 1.5 million design configurations to create custom timepieces to match their vehicle.

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[Tiffany commits extra \\$2M to COVID-19 recovery with Tiffany Infinite Strength campaign](#)

U.S. jeweler Tiffany & Co. has debuted its Tiffany Infinite Strength campaign with 100 percent of the profits from worldwide sales of the Tiffany Infinity Collection going to the CARE charity.

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[Combined net worth of billionaires up by \\$796B to \\$7.6 trillion in 2019](#)

The number of global billionaires grew last year, and luxury marketers should be looking to understand this

audience since these wealth leaders influence the consumption patterns of all affluent consumers.

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Luxury Daily is inviting opinion pieces on luxury business, advertising, marketing, media and retail issues that affect marketers as they run multichannel programs for branding as well as customer acquisition, retention and reactivation.

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