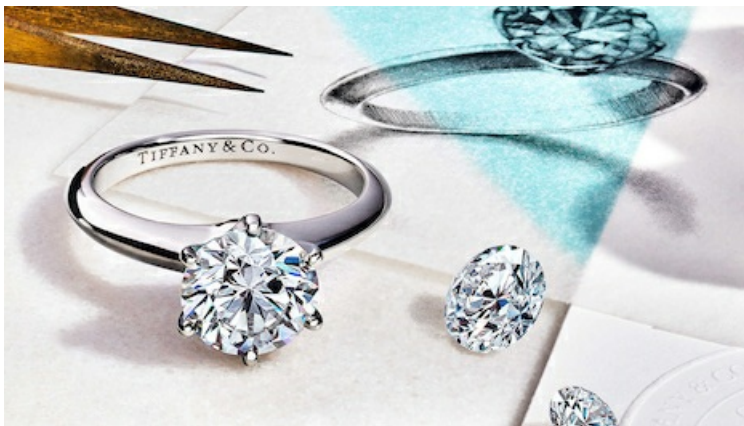


NEWS BRIEFS

Day's wrap: Tiffany & Co., Rolls-Royce, McLaren, Wheels Up, Vulcabras-Azalia, diversity in advertising and Future of Luxury eConference

August 18, 2020



A classic Tiffany solitaire engagement ring. Image credit: Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 18:

[Tiffany & Co. trademark infringement victory reversed by federal appeals court](#)

U.S. jeweler Tiffany & Co. is responding after a federal appeals court overturned a years-old ruling in an ongoing trademark infringement and counterfeiting lawsuit against Costco Wholesale Corp.

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[Rolls-Royce reveals serenity formula' in animated series finale](#)

British automaker Rolls-Royce has concluded its animated series offering insights into the development of the upcoming Ghost.

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[McLaren adds to pint-sized Ride-On collection](#)

British automaker McLaren is expanding its of mini supercar models as it works to build its customer base through family engagement.

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[Wheels Up gears up for customer growth with addition to exec team](#)

Private aviation firm Wheels Up has named Stephanie Chung as its first chief growth officer, as the company looks to build and diversify its customer base.

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[Brazil's leading footwear maker gives leg-up to sports-inclined for entrepreneurship](#)

Vulcabras-Azalia, a leading Brazilian footwear maker, is running efforts to help consumers in Brazil overcome the economic crisis unleashed by the fallout of the COVID-19 coronavirus outbreak.

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[Brands not meeting expectations for diversity in advertising: Getty Images](#)

The majority of consumers expect brands to commit to inclusivity and diversity in their advertising, according to new research from Getty Images.

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[Luxury brands should cater to consumers socializing at home](#)

COVID-19 has transformed the retail and hospitality businesses as consumers become more locally focused, forcing companies to adjust their service offerings to connect with their audience during this new "decade of the home."

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