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NEWS BRIEFS

# Tiffany & Co., Rolls-Royce, McLaren, Wheels Up, Vulcabras-Azalia, diversity in advertising and Future of Luxury eConference

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A classic Tiffany so litaire 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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# Registration open: Future of Luxury eConference Sept. 23-24

Register now for Luxury Daily's Future of Luxury eConference Sept. 23-24 as brands and retailers face unprecedented changes in customer behavior. Check out our list of 40-plus speakers from the leading luxury brands and retailers worldwide and nearly 40 sessions in the agenda article.

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