

NEWS BRIEFS

## Day's wrap: Alexander McQueen, Fortnum & Mason, Audi, Badgley Mischka and Future of Luxury eConference

August 19, 2020



*Anok Yai for Alexander McQueen F/W 2020. Image courtesy of Alexander McQueen*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 19:

### [Alexander McQueen revisits familiar themes in fall/winter campaign](#)

British fashion house Alexander McQueen is revealing its fall/winter 2020 collection in an elegant and edgy campaign.

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### [Fortnum & Mason launches new service-oriented website](#)

British department store Fortnum & Mason is debuting a new website that emphasizes its commitment to service and convenience.

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### [Audi gives fans an all-access look at future MLS stars](#)

German automaker Audi is furthering its support of Major League Soccer by sponsoring a documentary series spotlighting upcoming players.

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### [Badgley Mischka enhances online shopping experience with Searchspring](#)

U.S. fashion label Badgley Mischka has improved its e-commerce performance through a partnership with a merchandise software provider.

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### [Bulgari taps new brand ambassador Martha Hunt for latest campaign](#)

Italian jeweler Bulgari has partnered with U.S. supermodel Martha Hunt to be a brand ambassador on a new

campaign for the LVMH-owned maison's modern B.zero1 jewelry and Serpenti line.

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[Registration open: Future of Luxury eConference Sept. 23-24](#)

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