

NEWS BRIEFS

## Day's wrap: Hennessy, Engel & Vlkers Yachting, Rolls-Royce, Tom Ford and Future of Luxury eConference

September 14, 2020



*The latest installment of Hennessy's Wild Rabbit campaign features the story of Maurice Ashley, who became the world's first Black chess grandmaster through sheer grit and determination. Image credit: Hennessy*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

### [Hennessy features world's first Black chess grandmaster in latest edition of Wild Rabbit ad campaign](#)

Cognac brand Hennessy has debuted the next phase of its Wild Rabbit ad campaign by highlighting the grit and determination of Maurice Ashley, the world's first Black chess grandmaster.

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### [Engel & Vlkers Yachting, McConaghy Boats launch new partnership](#)

Engel & Vlkers Yachting and McConaghy Boats have entered into a strategic partnership designating Engel & Vlkers Yachting, based in Newport Beach, California, as the preferred partner for McConaghy Multihulls.

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### [Rolls-Royce resumes two-shift working at British manufacturing plant four months after reopening](#)

British automaker Rolls-Royce Motor Cars has resumed full two-shift production at its manufacturing plant in the United Kingdom only four months after reopening from the government-mandated COVID-19 lockdown.

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### [Tom Ford debuts world's first high-end watch made entirely of ocean plastic](#)

U.S. fashion giant Tom Ford, as part of its commitment to a sustainable environment, will soon launch the world's first high-end watch made completely from ocean plastic.

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[Your last chance this year to hear 42 speakers discuss future of luxury](#)

Please don't sit on the fence – luxury is in for a major transition in the year ahead and you want to know where your brand stands with evolving consumer behavior and border restrictions. Luxury Daily has brought together the smartest minds in the luxury business to share their insights on how to navigate the new normal. Don't miss this opportunity – take the next step.

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#### [Introducing Luxury Women to Watch 2021](#)

Meet the 26 honorees who are set to make a mark next year in the world of luxury: Presenting Luxury Daily's 2021 Luxury Women to Watch list.

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