

NEWS BRIEFS

Day's wrap: Porsche, Breitling, Sotheby's International Realty and Twitter

November 17, 2020



The sneaker collection is inspired by the Porsche Turbo 911. Image credit: Porsche Cars North America

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Nov. 17:

[Porsche Design teams with Puma for sneaker collaboration](#)

German automaker Porsche has revealed its footwear capsule collection with athletic brand Puma, which pays tribute to the 911 Turbo.

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[Breitling makes sustainability push with recyclable packaging](#)

Swiss watchmaker Breitling is introducing sustainable watch boxes made with upcycled plastic bottles in the industry's latest move towards more environmentally-minded practices.

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[ONE Sotheby's International Realty adds pre-listing renovation service](#)

Florida's ONE Sotheby's International Realty is the latest brokerage firm to introduce the Elevate concierge service for pre-market renovations.

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[Twitter debuts disappearing Fleets in bid to boost engagement](#)

Twitter is expanding a new ephemeral media to users worldwide, as the social media platform continues to experiment with new ways to promote user engagement.

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[Brands must look beyond supply chains to address sustainability](#)

Fashion brands must be more proactive about taking concrete steps to combat their negative impact on the environment, as scientists and activists are increasingly concerned about the trajectory of the climate crisis.

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