

NEWS BRIEFS

Day's wrap: Louis Vuitton, Porsche, Tiffany & Co. and Luxury Institute

November 20, 2020



Louis Vuitton x NBA spring/summer 2021 collection. Image credit: Louis Vuitton

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Nov. 20:

[Louis Vuitton launches NBA capsule collection](#)

Louis Vuitton has collaborated with the National Basketball Association for its spring/summer 2021 menswear capsule collection.

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[Porsche Design eyewear meets sports car DNA in new collection](#)

German automaker Porsche and its lifestyle brand Porsche Design are tapping into the brand's heritage with the introduction of two new additions to its eyewear collection.

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[Tiffany & Co. collaborates with Elsa Peretti for a limited collection of cuffs](#)

U.S. jeweler Tiffany & Co. has teamed up with designer Elsa Peretti for a limited collection curated exclusively for retailer Dover Street Market.

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[Luxury Institute launches Advanced Personalization Xchange](#)

Consulting firm Luxury Institute is empowering affluent consumers to license personal data for fair value benefits with ethical premium and luxury through the launch of Advanced Personalization Xchange (APX).

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[Empathy, understanding essential for brands reaching post-COVID consumers](#)

During the coronavirus pandemic, people's experiences and perceptions have varied widely creating a challenge for brands hoping to build and maintain connections with consumers during this uncertain time.

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