

NEWS BRIEFS

Brands react to Trump, Louis Vuitton, McLaren, Hugo Boss, marketing webinar and luxury real estate

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McLaren is the latest luxury brand to join Walpole membership. Image credit: Walpole

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Jan. 11:

[Brands distance themselves from Trump, Republicans in wake of Capitol breach](#)

Major companies, including hospitality group Marriott International, have begun cutting ties with President Donald Trump and Republican lawmakers since the attack on the United States Capitol building on Jan. 6.

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[Louis Vuitton updates iconic monogram in artistic collaboration](#)

French fashion house Louis Vuitton has teamed with renowned Swiss contemporary artist Urs Fischer to playfully reimagine the brand's iconic monogram for the first time in more than a century.

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[McLaren joins the ranks of luxury brands at Walpole](#)

British automaker McLaren Automotive is joining the membership of British luxury representative body Walpole, taking its place alongside esteemed brands such as Burberry, Fortnum & Mason and Claridge's.

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[Hugo Boss taps Hollywood star to represent brand](#)

German fashion house Hugo Boss is appointing Australian actor Chris Hemsworth, best known for his role as Thor in Marvel's Avengers series, as its newest global brand ambassador.

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[Webinar: Why authenticity matters even more for luxury brands as post-pandemic consumer evolves](#)

Register now for the free webinar on Wednesday, Feb. 3 at noon to 1 p.m. EST (New York time) titled, "Authenticity in

a Post-COVID World: From the Eyes of a Marketer"

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[Luxury Daily debuts new conference focused on luxury real estate](#)

Register now for free for Luxury Daily's State of Luxury Real Estate 2021 (SOLRE) eConference Thursday, Jan. 14. The daylong event will focus on how affluent consumers are shaping the real estate market as they flee cities for more space and social distance, enabled by remote working and schooling.

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