

NEWS BRIEFS

Audemars Piguet, Chanel, Herms, BMW and marketing webinar

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Audemars Piguet continues to grow its digital business. Image credit: Audemars Piguet

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Jan. 15:

[Audemars Piguet taps L'Oral vet as North America CEO](#)

Swiss watchmaker Audemars Piguet has named Ginny Wright as chief executive for its North America business.

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[Chanel explores next cultural frontiers in new podcast episodes](#)

French fashion label Chanel has enlisted friends of the brand and other creative talents to discuss the future of culture in its latest podcast season.

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[Herms brings Carr Club concept to Dubai](#)

French fashion label Herms is welcoming visitors to its newest Carr Club in Dubai, a continuation of its pop-up retail strategy during the ongoing coronavirus pandemic.

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[BMW focuses on electric mobility to continue sales momentum](#)

Germany's BMW Group is the latest automaker to post record sales, an indication that demand for luxury vehicles remains strong after a turbulent 2020.

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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"

[Please click here to read the article](#)

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