

NEWS BRIEFS

Super Bowl, Ferragamo, Land Rover and Cadillac

February 9, 2021



A handbag collage as part of the Ferragamo Valentine's Day capsule collection. Image courtesy of Salvatore Ferragamo

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Feb. 8:

[Most luxury brands shy away from Super Bowl](#)

Luxury brands still made their presence known on Super Bowl Sunday, even as most did not run traditional advertisements during the game held on Feb. 7.

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[Ferragamo taps emerging artists for collaborative capsule collections](#)

Italian fashion label Salvatore Ferragamo is marking two upcoming holidays with artistic collaborations.

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[Land Rover sells millionth Range Rover Sport](#)

British automaker Jaguar Land Rover is celebrating a sales milestone after the Range Rover Sport has reached more than one million worldwide sales.

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[Cadillac highlights future EV in cinematic Super Bowl spotlight](#)

U.S. automaker Cadillac has teased its electric ambitions in its Super Bowl campaign featuring the upcoming Lyriq SUV.

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