

NEWS BRIEFS

Day's wrap: Bentley, Sotheby's, Hennessy, McLaren and Brandwatch

March 3, 2021



Bentley is teaming up with Cheshire Community Foundation (CCF) in launching a fund to assist initiatives responding to the COVID-19 pandemic.
Image credit: Bentley

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for March 3:

[Bentley introduces COVID-19 impact fund](#)

British automaker Bentley Motors is announcing its launch of a COVID-19 impact fund focusing on community projects in the Crewe area.

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[Sotheby's auctioning Hennessy X.O 150th anniversary Masterpiece decanter](#)

Auction house Sotheby's will be featuring a Hennessy X.O. 150th anniversary Masterpiece decanter during its spirits auction on March 13.

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[McLaren Automotive taps Cherry London to grow partnership portfolio](#)

British automaker McLaren Automotive is appointing an agency to help grow its partnership portfolio.

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[Cision acquires Brandwatch, prioritizing digital insights](#)

Public relations and earned media software company Cision has announced its acquisition of Brandwatch, an AI-powered social listening and content marketing analytics platform.

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[Luxury retail must adapt to impact of remote work](#)

While the massive work-from-home shift served as a short-term response to the COVID-19 pandemic, companies have begun adopting the trend as a permanent work style impacting lifestyle preferences and habits for many consumers.

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