

NEWS BRIEFS

Alexander McQueen, Hugo Boss, Jaguar Land Rover, Cunard and brand protection webinar

March 12, 2021



The Defender Above & Beyond Service Awards are offering seven Defender vehicles to disparate nonprofits that have worked to improve their communities. Image courtesy of Jaguar Land Rover

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for March 11:

[Alexander McQueen continues fabric donation project, prioritizing circularity](#)

British fashion label Alexander McQueen is entering the second phase of its fabric donation scheme, expanding on its sustainability efforts.

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[Hugo Boss anticipates business recovery in 2021](#)

German fashion house Hugo Boss is expecting gradual business recovery for 2021 after numerous setbacks stemming from the COVID-19 pandemic.

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[Jaguar launches new E-Pace in exciting, upbeat spot](#)

British automaker Jaguar Land Rover is launching the new Jaguar E-Pace SUV in a fearless, fast-paced short film with actor Christina Chong.

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[Land Rover announces new award, offering Defender vehicles to nonprofits](#)

British automaker Jaguar Land Rover is launching the "Defender Above & Beyond Service Awards" to celebrate and support humanitarian agencies in the United States.

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[Cunard cancels trips, offering upcoming staycation opportunities](#)

Cruise line Cunard is promoting unique summer staycation opportunities this summer for British guests, at a time when people are optimistic but still unsure of how the summer's travel landscape will look.

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[Webinar: Protecting brands from fast-growing counterfeiting, return fraud](#)

Register for the free webinar on April 7 at 11 a.m. to noon EST (New York time) titled, "Protecting brands from fast-growing counterfeiting, return fraud"

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[Brands must reprioritize consumer communications: retail execs](#)

The COVID-19 pandemic upended the fashion, retail and ecommerce industries and consumer lifestyles, forcing many companies to reconfigure their business strategies.

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