

NEWS BRIEFS

## Day's wrap: Balenciaga, Audi, Realm, Bryte, luxury auto and brand protection webinar

March 17, 2021



*Afterworld: The Age of Tomorrow* is a video game that was released in December 2020 from fashion label Balenciaga. Image courtesy of Balenciaga

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for March 17:

### [Balenciaga's video game highlights fashion-gaming trend](#)

Streamline Media Group is highlighting its contribution to French fashion label Balenciaga's interactive game, bridging the worlds of gaming and fashion.

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### [Audi improves warning system to boost driver safety](#)

German automaker Audi is upgrading its car-to-X system to offer consumers real-time updates and warnings regarding slippery and challenging conditions.

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### [Realm partners with Aidentified, using AI to expand offerings](#)

Global real estate membership platform Realm is expanding its networking offerings through a new partnership with Aidentified, a relationship intelligence platform that utilizes AI.

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### [AI mattress maker partners with luxury hotels, improving sleep experiences](#)

Sleep technology company Bryte is partnering with luxury hotels and resorts to bring consumers a new and restorative sleeping experience that could help improve stay experience and consumers' willingness to return to certain hotels.

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### [Automakers pay tribute to racer Sabine Schmitz](#)

Several luxury automakers have released social media statements regarding the passing of German racer Sabine

Schmitz.

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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"

[Please click here to register](#)

[Porsche enlists Balmain's Olivier Rousteing for ambitious, defiant collaboration](#)

German automaker Porsche has tapped Olivier Rousteing, creative director at French fashion house Balmain, for an extensive and personal campaign focusing on self-realization.

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