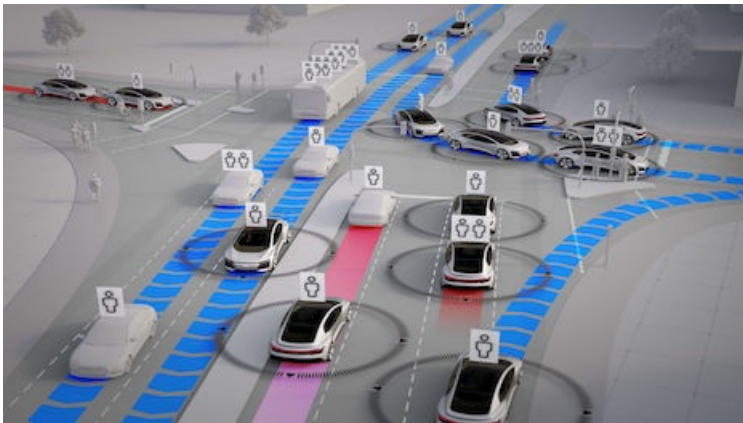


NEWS BRIEFS

Balenciaga, Audi, Realm, Bryte, luxury auto and brand protection webinar

March 18, 2021



Audi's car-to-X system was first implemented in 2017 to help drivers alert one another to inclement weather conditions, accidents, et cetera. Image courtesy of Audi

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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