

NEWS BRIEFS

## Audemars Piguet, Bentley, Stella McCartney, Lexus, Stone Island and brand protection webinar

March 22, 2021



*Franco-Henry Bennahmias and Don Cheadle, who plays a superhero in the Marvel universe, have been friends for years. Image courtesy of Audemars Piguet*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for March 19: [Audemars Piguet announces partnership with Marvel](#)

Swiss watchmaker Audemars Piguet is getting heroic in its new collaboration with Marvel, a media franchise built on a series of superheroes.

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[Bentley shares progress report on environmental efforts](#)

Britain's Bentley Motors has made strong progress in reducing production-related environmental impacts as it aims to become the world's most sustainable luxury automaker.

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[Stella McCartney teases new mushroom-based garments](#)

British fashion brand Stella McCartney has created a new set of leather-alternative garments made from lab-grown, vegan mushroom leather.

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[Lexus celebrates master craftspeople with World Poetry Day Haiku](#)

Toyota Corp.'s Lexus is celebrating the Takumi, the company's master craftspeople, and their indelible mark on the brand in poetic fashion.

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[Stone Island, New Balance putting best feet forward in new partnership](#)

Menswear brand Stone Island is announcing a long-term partnership with footwear and apparel brand New Balance.

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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](#)

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