

NEWS BRIEFS

Day's wrap: Burberry, Hugo Boss, Salvatore Ferragamo, Bentley, WhistlePig and brand protection webinar

March 24, 2021



Honor of Kings character Yao in a new skin developed exclusively by Burberry. Image courtesy of Burberry

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for March 24:

[Burberry offers exclusive designs for Chinese mobile game](#)

British fashion label Burberry is developing two exclusive designs for a popular mobile game's heroine in its latest gamification push.

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[Hugo Boss launches new collection with adventurous basketball spot](#)

German fashion house Hugo Boss is celebrating its new capsule collection with a fun and entertaining spot featuring a renowned basketball player.

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[Donald Kohler exits Salvatore Ferragamo](#)

Italian fashion house Salvatore Ferragamo is parting ways with its CEO of the Americas, Donald Kohler.

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[Bentley celebrates new Continental GT Speed in transformative vignette](#)

Britain's Bentley Motors is promoting its new Continental GT Speed with an exciting, transformative short film.

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[Premium whiskey brand partners with Ben & Jerry's on bourbon-flavored dessert](#)

U.S. rye whiskey distillery WhistlePig, which LVMH's Mot Hennessy has a minority stake in, has announced a delectable new collaboration with ice cream manufacturer Ben & Jerry's.

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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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[What luxury marketers need to know about Clubhouse](#)

During a year of social distancing and lack of physical human connection, social audio app Clubhouse has emerged as the exclusive new platform everyone is seeking to join.

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