

NEWS BRIEFS

## Burberry, Hugo Boss, Salvatore Ferragamo, Bentley, WhistlePig and brand protection webinar

March 25, 2021



*The Boss x Russell Athletic collaboration includes menswear and womenswear collections. Image credit: Hugo Boss*

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.

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

[Please click here to read the article](#)

### [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.

[Please click here to read the article](#)

### [Donald Kohler exits Salvatore Ferragamo](#)

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

[Please click here to read the article](#)

### [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.

[Please click here to read the article](#)

### [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.

[Please click here to read the article](#)

### [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](#)

### [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.

[Please click here to read the article](#)

[Please click here to read the morning newsletter](#)

---

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.