

NEWS BRIEFS

## Sotheby's, Chanel, Four Seasons, WatchBox, Afterpay and brand protection webinar

April 7, 2021



*The Fungible' collection by Pak and Sotheby's explores the possibilities of crypto technology through the lens of art. Image courtesy of Sotheby's*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for April 6:

### Sotheby's announces NFT partnership with artist Pak

Auction house Sotheby's is taking artistic expression to new levels through its debut nonfungible tokens (NFT) partnership with digital creator Pak.

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### Chanel hosts literary discussion addressing the female condition

French fashion house Chanel has invited several female public figures to discuss the interconnectedness of womanhood in its latest literary rendezvous discussion.

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### WatchBox expands entertainment offerings with Langepedia partnership

Pre-owned timepiece seller WatchBox is partnering with Langepedia, an encyclopedia dedicated to all things related to Swiss watchmaker A.Lange & Sohne.

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### Four Seasons names new executive VP and chief commercial officer

Hospitality group Four Seasons Hotels and Resorts has added Marc Speichert to a newly created role to oversee the development and execution of the company's commercial strategy.

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### Afterpay introduces sustainable shopping features for Earth Month

Australian financial technology company Afterpay is implementing a sustainability "top-up" program that will support two organizations dedicated to improving the environment.

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**Webinar: Brand Protection in a Post-COVID World**

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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