

NEWS BRIEFS

## Day's wrap: Vogue Business, US TikTok order, Bentley, Four Seasons and Cond Nast protests

June 9, 2021



*Louis Vuitton is the most recognized brand among global luxury consumers. Image credit: Louis Vuitton*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for June 9:

### [Louis Vuitton keeps top spot on Vogue Business fashion index](#)

French fashion house Louis Vuitton is continuing its streak as the most recognizable luxury brand, according to the spring 2021 update of the biannual Vogue Business Index.

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### [US revokes Trump-era TikTok, WeChat bans](#)

President Joe Biden has signed an executive order to replace three Trump administration orders that aimed to prohibit transactions with social platforms TikTok, WeChat and eight other communications and financial technology software applications.

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### [Bentley Motors designs bespoke luxury yacht interior](#)

British automaker Bentley Motors has collaborated with Dutch yacht maker Contest Yachts on the creation of a unique yacht interior to match the cabin design of its Continental GT V8 coupe.

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### [Four Seasons expands travel excursion portfolio](#)

Hospitality group Four Seasons Hotels and Resorts is inviting travelers to embark on its newest Safari and Islands Collection in Africa.

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### [New Yorker employees protest outside Anna Wintour's home](#)

Earlier this week, union members of Cond Nast-owned publication The New Yorker staged a protest outside the Greenwich Village home of Anna Wintour, the fashion icon, editor and Cond Nast global chief content officer.

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[Sustainability, returns are key drivers of brand affinity](#)

The COVID-19 pandemic condensed what would have been years of growth and change for retail and ecommerce into weeks, requiring both brands and consumers to adopt new ways of operating.

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