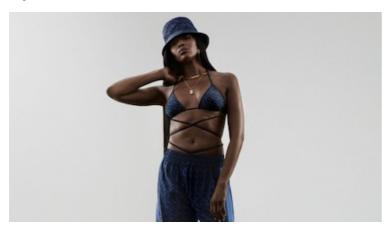


The News and Intelligence You Need on Luxury

NEWS BRIEFS

Day's wrap: Burberry, Mot Hennessy, Tag Heuer, Wheels up and French vaccine mandates

July 13, 2021



Supermo del Naomi Campbell in the Burberry monogram print triangle bikini and nylon bucket hat. Image credit: Burberry

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for July 13:

Burberry taps Naomi Campbell for summer campaign

British fashion house Burberry has recruited renowned British supermodel Naomi Campbell for its TB Summer Monogram collection campaign.



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Mot Hennessy, Campari Group invest in ecommerce

French luxury conglomerate LVMH's wine and spirits division Mot Hennessy has entered into a 50/50 joint venture with Italian spirits company Campari Group to invest in wine and spirits ecommerce company Tannico.

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Tag Heuer teams up with Super Mario for smartwatch

Swiss watchmaker Tag Heuer has partnered with gaming tycoon Nintendo for a limited-edition smartwatch featuring Nintendo's most famous character, Mario.

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Wheels Up, NFL launch community outreach programs

Private aviation firm Wheels Up has partnered with the National Football League Players Association (NFLPA) to provide cross-platform experiences and exclusive access for members of both organizations.

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France urges COVID-19 vaccinations, requires proof for restaurants, malls

In light of the rapidly spreading delta variant of COVID-19, French President Emmanuel Macron has ordered all

health workers to get vaccinated by September 15, and will now require COVID-19 vaccine passports for restaurants, shopping malls and hospitals.

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Gucci tops Lyst Index as normalcy slowly returns

For the fourth consecutive quarter, Italy's Gucci has topped the Lyst Index of fashion's hottest brands as consumers return to dressing up amid easing restrictions and more event opportunities.

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