

NEWS BRIEFS

## Burberry, Mot Hennessy, Tag Heuer, Wheels Up and French vaccine mandates

July 14, 2021



*Supermodel 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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