

NEWS BRIEFS

## Day's wrap: Salvatore Ferragamo, Wheels Up, Rebag and Porsche

July 15, 2021



The SF logo pays homage to Italian art culture. Image credit: Salvatore Ferragamo

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for July 15:

### [Salvatore Ferragamo introduces signature SF monogram](#)

Italian fashion label Salvatore Ferragamo is adding a new motif to its arsenal with a stylized SF monogram.

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### [Wheels Up makes NYSE debut in private aviation first](#)

Wheels Up has become the first private aviation firm to begin trading on the New York Stock Exchange, continuing its accelerated growth.

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### [Rebag launches AI-powered trade service](#)

Resale platform Rebag is adding to its technology-powered services and streamlining its customer experience with Claire Trade.

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### [Porsche teams with sustainable startup on business development/a>](#)

German automaker Porsche is expanding its startup ecosystem through a new partnership with Berlin-based sustainability platform Aware.

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### [Sourcing, circularity are Richemont's core sustainability goals](#)

Swiss luxury goods conglomerate Richemont has shown strong progress across the main focus areas of its corporate social responsibility strategy, in alignment with the UN's Sustainable Development goals, as it pushes for renewable energy and circularity.

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