

NEWS BRIEFS

Day's wrap: Tiffany, Audi, Bugatti, Instagram and Sotheby's

August 10, 2021



Beyonc Knowles photographed for the September issue of Harper's Bazaar. Image credit: Harper's Bazaar

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 10:

[Tiffany taps Beyonc, Jay-Z for new campaign](#)

LVMH-owned jeweler Tiffany & Co. has recruited music legends Beyonc Knowles and Jay-Z for its upcoming advertising campaign.

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[Audi unveils new concept vehicle](#)

German automaker Audi has presented its vision for progressive luxury with its latest skysphere concept vehicle.

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[Bugatti introduces first smartwatch](#)

French automaker Bugatti has introduced its first collection of smartwatches, the Bugatti Ceramique.

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[Instagram tests ads in shop feature](#)

Social media platform Instagram has begun testing advertising with its in-app shop function.

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[Sotheby's spotlights Black jewelers with new exhibit](#)

Auction house Sotheby's is staging a selling exhibition dedicated to the creativity and craftsmanship of Black jewelry designers.

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[Reliance on ecommerce at an all-time high: Rightpoint](#)

As ecommerce continues on a rapid upward trajectory, consumers are beginning to adopt new models of shopping,

highlighting their willingness to replicate elements of the in-store experience beyond store walls.

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