

NEWS BRIEFS

Day's wrap: IWC, Lexus, Fashionphile and Equinox Hotels

August 11, 2021



Eileen Gu joins other IWC ambassadors including Lewis Hamilton and Tom Brady. Image credit: IWC Schaffhausen

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 11:

IWC names model-skier Eileen Gu as newest ambassador

Swiss watchmaker IWC Schaffhausen has tapped 17-year-old Chinese-American Eileen Gu as its newest ambassador in another youthful push.

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Lexus kicks off multiyear partnership with NFL's Miami Dolphins

Toyota Corp.'s Lexus is partnering with the Miami Dolphins to elevate the in-game experience for current and potential Lexus owners attending National Football League games.

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Fashionphile debuts at Neighborhood Goods stores

Texas-based department store chain Neighborhood Goods is partnering with secondhand luxury seller Fashionphile as it expands into circular fashion.

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Bugatti introduces first smartwatch

Equinox Hotels, the hospitality arm of luxury fitness club Equinox, will be requiring proof of COVID-19 vaccination for all guests starting next month.

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Online shopping expected to surge as stores reopen: Qubit

While several brands and retailers are reopening their physical locations after a year of limited in-person shopping availability due to COVID-19, some consumers are sticking solely to online shopping.

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