

NEWS BRIEFS

## IWC, Lexus, Fashionphile and Equinox Hotels

August 12, 2021



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

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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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