

NEWS BRIEFS

Day's wrap: Porsche, Boss, Audi, Ritz-Carlton and Seabourn

August 27, 2021



The Porsche x Boss collection, reflective of the ethos of both German brands, is inspired by the sleek colors of the Porsche Taycan. Image credit: Hugo Boss

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 27:

[Porsche, Hugo Boss release new capsule collection](#)

German automaker Porsche and fashion house Hugo Boss are uniting for another season of sporty, emblematic outerwear.

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[Audi expands driver experience with new digital offerings](#)

German automaker Audi is hoping to enrich the driver experience with new physical and digital offerings.

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[Ritz-Carlton helps Florida guests ride in style with new partnership](#)

The Ritz-Carlton Orlando, Grande Lakes is elevating the guest experience through a new partnership with car rental agency Corsa HQ.

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[Seabourn Sojourn set to return summer 2022](#)

Cruise line Seabourn is announcing the relaunch of one of its ships, Seabourn Sojourn, for summer 2022.

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[The Macallan honors brand pioneers in illustrative series](#)

Scottish whisky maker The Macallan is highlighting its rich and expansive history with a video series promoting its new collection.

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