

NEWS BRIEFS

## Day's wrap: Tiffany & Co., Hublot, Mot Hennessy, BMW and Tamara Mellon

September 9, 2021



*Beyoncé and Jay-Z are helping launch the Tiffany & Co. About Love Scholarship program. Image courtesy of Tiffany & Co.*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Sept. 9:

### [Tiffany & Co. teams with the Carters to create HBCU scholarships](#)

U.S. jeweler Tiffany & Co. is launching a new scholarship initiative as an extension of its "About Love" campaign starring the Carters: pop culture icons Beyoncé and Jay-Z.

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### [Influencer Chiara Ferragni joins Hublot as global ambassador](#)

Swiss watchmaker Hublot has revealed Italian influencer and entrepreneur Chiara Ferragni as its newest ambassador, joining a rapidly growing roster of talent.

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### [Mot Hennessy champions Louvre's garden restoration](#)

LVMH's wine and spirits division Mot Hennessy is continuing its support of environmental initiatives with a new effort to "regreen" and restore the Tuileries Garden at the Muse du Louvre in Paris.

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### [BMW highlights upcoming iX EV in NYFW series](#)

BMW of North America is celebrating New York Fashion Week's spring/summer 2022 shows with a new content series.

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### [Tamara Mellon turns to Markacy to lead digital strategy](#)

Footwear and accessories label Tamara Mellon has tapped digital strategy and marketing firm Markacy to build its ecommerce growth and brand awareness.

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[UK consumers spending more on fewer shopping trips: Kantar](#)

As British retailers look to recover from the whiplash of the last 18 months, brands should be mindful of improving the customer experience to encourage consumer spending.

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