

NEWS BRIEFS

## Veuve Clicquot, BMW, IHG and Klarna

February 7, 2022



*Veuve Clicquot is inviting consumers from June 5-7 to board, the program beginning with a trip to the Veuve Clicquot wine cellars in Reims and ending with at Cipriani. Image courtesy of Veuve Clicquot*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Feb. 4:

### [Veuve Clicquot celebrates 250 years by boarding Orient Express](#)

LVMH-owned Champagne maker Veuve Clicquot is commemorating a special anniversary aboard the most famous train in the world.

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### [BMW Group UK announces marketing apprenticeship program](#)

With a new apprenticeship program, Germany's BMW Group is fostering the next generation of those passionate about luxury automotive.

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### [IHG to add 50 new hotels to global portfolio](#)

Hospitality group InterContinental Hotels Group is planning to welcome more than 50 new hotels to its luxury and lifestyle portfolio this year.

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### [Klarna, Good On You launch sustainable, ethical collections for informed shopping](#)

Payment provider Klarna has partnered with sustainability rating platform Good On You to foster its ESG goals.

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