

NEWS BRIEFS

Hugo Boss, Marriott, BMW and Sephora

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As TikTok only becomes more popular and effective, Marriott is hoping to expand its reach. Image credit: Marriott Bonvoy

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for March 11:

[Hugo Boss returns to pre-pandemic levels with 43 percent growth](#)

German fashion house Hugo Boss has optimistically reported its full-year earnings for fiscal year 2021, which reached \$2.78 billion euros, or \$3.05 billion at current exchange rates.

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[Marriott leans into power of TikTok](#)

Hospitality group Marriott International's Bonvoy rewards program is looking for three TikTok connoisseurs with a passion for travel to become the brand's official TikTok correspondents in 2022.

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[BMW Group acquires Alpina](#)

German auto manufacturer BMW Group is expanding its portfolio through the acquisition of Buchloe-based automaker Alpina.

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[Sephora debuts on Shipt marketplace](#)

LVMH-owned beauty retailer Sephora has partnered with same-day shopping and delivery company Shipt, becoming the first large-scale beauty retailer on the platform.

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