

NEWS BRIEFS

Day's wrap: Richemont, Valentino, Air France, Tag Heuer and Cunard

April 8, 2022



Richemont is hoping to incubate a new generation of innovative tech executives. Image credit: Dubai Future Foundation

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for April 8:

[Richemont launches luxury tech incubation program in Dubai](#)

Swiss luxury conglomerate Richemont Middle East, India and Africa has partnered with Dubai Future Foundation to launch a startup incubation program to incorporate new technology into client experiences.

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[Valentino, Air France team up to reduce air travel emissions](#)

Italian fashion house Valentino has partnered with airline companies Air France and KLM to support sustainable travel programs and reduce carbon emissions from air travel.

[Tag Heuer unveils global TV campaign with Hypemaker](#)

Swiss watchmaker Tag Heuer has partnered with Hypemaker, the global creative studio under digital media company Hypebeast, to produce its first global television commercial (TVC) campaign.

[Cunard, Julien's partner for exclusive Betty White auction](#)

British cruise line Cunard and auction house Julien's have joined together for an exhibition preview of the property from the life and career of late American comedian and actress Betty White.

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