

NEWS BRIEFS

Richemont, Valentino, Air France, Tag Heuer and Cunard

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The campaign is Hypemaker's first TVC spot. Image courtesy of Hypemaker

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.