

NEWS BRIEFS

## Day's wrap: Bulgari, Dom Prignon, Amazon and ThredUp

August 31, 2022



*Blackpink's Lisa stops into Bulgari Zepeto World on Aug. 31. Image credit: Bulgari*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 30:

[Bulgari launches metaverse pop-up featuring K-Pop star](#)

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Italian luxury brand Bulgari is opening an exclusive virtual world on Zepeto, a popular Asian metaverse platform, as of Aug. 31.

[Dom Prignon invites guests for luxury champagne cruises](#)

LVMH-owned Champagne house Dom Prignon is inviting guests to enjoy a one-of-a-kind cruise on a 1988 San Lorenzo superyacht.

[Amazon promotes smiles and laughter with new luxury campaign](#)

Ecommerce giant Amazon has released its fall brand, "Luxury, with a smile," on Aug. 30, in collaboration with creative agency Fred & Faird Los Angeles.

[ThredUp and Heinz make ketchup couture with new capsule collaboration](#)

Food products manufacturer Heinz has released its new Heinz Vintage Drip collection in collaboration with online resale platform thredUP.

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