

NEWS BRIEFS

## Day's wrap: LVMH and Tiffany & Co., Breitling and Swiss Air, Guerlain, Jaguar and U.S. News Best Cars Report

November 17, 2022



First batch of apprentices in the U.S. Mtiers d'Excellence Institute program. Image credit: (c) Johnny Vacar, LVMH

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Nov. 17:

[LVMH debuts first US registered apprenticeship program with Tiffany brand](#)



French luxury conglomerate LVMH unveiled its first registered apprenticeship program in the United States called the Mtiers d'Excellence Institute program during the National Apprenticeship Week.

[Breitling, targeting long-haul passengers, to sell line of limited-edition watches on Swiss Air](#)

Swiss watchmaker Breitling has partnered with compatriot Swiss Air to exclusively sell 700 watches on select long-haul flights, making the travel more attractive to timepiece collectors.

[Guerlain offers new takes on classics in Fly to the Stars' campaign](#)

German automaker BMW's models maintained their lead as the number one high-end vehicle brand among U.S. shoppers in the third quarter, according to "Q3 2022 Kelley Blue Book Brand Watch" report.

[Jaguar taps artificial intelligence for social media](#)

Embracing the futuristic technology, British automaker Jaguar used artificial intelligence to craft social media posts.

[Porsche, Lexus win top honors in U.S. News Best Cars report](#)

German automaker Porsche topped the list of high-end vehicles for the eighth year in a row, according to the latest U.S. News Best Cars annual report.

[Invitation to participate: State of the Luxury Market 2023 Survey](#)

Luxury Daily invites you to participate in the State of the Luxury Market 2023 Survey. All respondents will receive the executive summary of the report, plus a complimentary copy of a new Unity Marketing trend report, "HENRYs in

Recession: How Luxury Brands Can Prepare."

[Introducing Luxury Women to Watch 2023](#)

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business.

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