

NEWS BRIEFS

Neiman Marcus Group, Bugatti, Rmy Martin, Audemars Piguet, Four Seasons and Porsche

February 7, 2023



The first eyewear collection from Bugatti features 37 pieces in nine styles. Image credit: Bugatti

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Feb. 6:

[Neiman Marcus Group grants \\$100K total to students with sustainable fashion focus](#)

U.S. retailer Neiman Marcus Group (NMG) has partnered with national non-profit Fashion Scholarship Fund (FSF) to provide scholarships to students committed to advancing sustainable fashion.

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[Bugatti releases first-ever eyewear collection](#)

French automaker Bugatti has debuted its first-ever eyewear line 'Collection One' in collaboration with prominent eyewear designer Larry D. Sands.

[Serena Williams stars in first-ever Rmy Martin Super Bowl spot](#)

French Cognac brand Rmy Martin is making tennis champion and sports icon Serena Williams the star of its first-ever Super Bowl ad.

[Audemars Piguet maxes out complications with 'Code 11.59' wristwatch](#)

Swiss watch manufacturer Audemars Piguet is announcing the release of its first ultra-complicated, self-winding wristwatch.

[Four Seasons sets trends with immersive wellness experience in Bora Bora](#)

Hospitality group Four Seasons Hotels and Resorts is capitalizing on the latest trends with the launch of its 'Awaken An Immersive Wellness Experience' offering.

[Porsche targets Gen Z audience with FaZe Clan partnership](#)

German luxury automaker Porsche is leaning into youth culture through a new multiyear partnership with popular esports lifestyle and media company FaZe Clan.

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