NEWS BRIEFS

Day's wrap: Fendi, Bonhams, Johnnie Walker, Vestiaire Collective, Lyft and Riley Home

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#FendiMania is a logo-centric collection. Image credit: Fendi

By STAFF REPORTS

Luxury Daily's live news from Oct. 17:

Vestiaire Collective rebrands in push that promotes "the new luxury"

Luxury consignment platform Vestiaire Collective is debuting a new brand image that looks to reflect its aspirational take on the increasingly popular resale market.

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Lyft leans further into sharing economy with subscription model

Ridesharing platform Lyft is launching a subscription plan for its frequent users, putting further pressure on the automotive market as the company aims to make car ownership more of an option than a necessity.

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Fendi looks to incite fashion frenzy with drop

Italian fashion label Fendi is making a push into streetwear-style retail with a limited drop of merchandise.

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Johnnie Walker blends house history with 50-year-old scotch

Scotch whisky maker Johnnie Walker is looking back into its own timeline for a special edition that dates back half a century.

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Bonhams hires jewelry exec from Sotheby's

Auction house Bonhams has appointed Brett O'Connor as its senior international jewelry director and senior vice president, U.S.

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DTC digital strategies must continue to evolve: Riley Home president

NEW YORK As more high-end lifestyle companies launch online, it is vital for them to inform consumers about their products' inherent value in a creative manner to help them compete with heritage brands.

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