

NEWS BRIEFS

## Day's wrap: Ralph Lauren, eBay, Four Seasons, Lexus and watches

June 12, 2019



*Ralph Lauren is rolling out a new CSR strategy. Image credit: Ralph Lauren*

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By STAFF REPORTS

Luxury Daily's live news from June 12:

[Lexus cooks up culinary experiences with event sponsorship](#)

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Toyota Corp.'s Lexus is connecting to consumers over food by becoming the title sponsor of the All-Star Chef Classic in Los Angeles.

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[Ralph Lauren report unveils new CSR strategy](#)

U.S. fashion brand Ralph Lauren is furthering its efforts around global citizenship and sustainability through new standards revealed in its annual report.

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[eBay leans further into luxury with secondhand alliance](#)

Online marketplace eBay is ramping up its secondhand luxury offerings through a partnership with high-end reseller What Goes Around Comes Around.

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[Four Seasons grows Midwest footprint with Minneapolis hotel, residences](#)

Hospitality company Four Seasons Hotels and Resorts is bringing its brand to Minneapolis, MN with a property slated to open in 2022.

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[Smartwatches are gateway to traditional timepieces: NPD analyst](#)

NEW YORK Rather than rendering classic watches obsolete, technology-focused timepieces have instead opened

consumers up to the idea of investing in what they wear on their wrists.

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