

NEWS BRIEFS

## Day's wrap: Genesis, Ferrari, Cunard and LVMH

March 16, 2020



### Voluntary suspension of sailings - 16 March to 11 April 2020.

With the disruption caused by the spread of COVID-19 and the closure of multiple ports and regions globally, we have made the decision to voluntarily and temporarily suspend operations with no new guests or crew joining our ships until 11 April 2020.

*Cunard notice on 30-day pause in North American operations to prevent coronavirus spread. Image credit: Cunard*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

#### [Hyundai's Genesis luxury car marque rolls out job loss protection program for customers](#)

Hyundai Motor's Genesis luxury car brand has launched a new program targeted to U.S. customers who stand to lose their jobs this year over the fallout of the coronavirus outbreak.

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#### [Italy's Ferrari suspends production of cars at plants over COVID-19 precaution, supply chain issues](#)

Italian sports car maker Ferrari has suspended production of vehicles at its Maranello and Modena plants in Italy until March 27.

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#### [Cunard, free of COVID-19 so far, takes a month's break from North American departures](#)

Cross-Atlantic cruise line company Cunard has ceased new North American departures for a month through April 11 as it addresses concerns over the global coronavirus outbreak.

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#### [LVMH diverts beauty resources to make hand sanitizers for French](#)

The effort is aimed at stemming the shortage of anti-viral products in France as the country tackles the coronavirus outbreak.

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#### [Heritage brands are safe havens for wealthy shoppers in a bear market](#)

As these consumers are seeing their wealth disappear overnight from the end of the bull market, luxury brands from every sector are concerned about what it will mean for them.

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