

NEWS BRIEFS

## Slow fashion, Mot Hennessy, Faberg and China escapes COVID-19 fallout

April 3, 2020



*Mot Hennessy's wines and spirits brands are chipping in toward the COVID-19 efforts with financial and medical-material support. Image credit: Mot Hennessy, copyright DR*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

**"Slow fashion" term gets 90M social impressions in shopping-behavior shift: Lyst report**

Fashion search engine Lyst released its 2020 Conscious Fashion Report, with a no-surprise finding: a huge uptick in searches for sustainability-related keywords.

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**Mot Hennessy brands marshal forces to help medical personnel swamped by COVID-19 cases**

LVMH's Mot Hennessy wines and spirits division is pulling its own weight by supporting hospitals and medical staff in host countries worldwide.

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**Faberg seeks relief from COVID-19 cycle with Easter egg design campaign**

British jeweler Faberg has launched a new social media campaign for consumers to design their own egg in time for Easter April 12.

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**COVID-19 to have "limited impact on China's overall economic growth": Chinese academic**

Reaffirms faith in Bain forecast that overall luxury market in China will continue to sustain a compound annual growth of 9 percent to 10 percent through 2030.

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**Jewelers must take risks to inspire big-ticket purchases under lockdown**

Jewelry brands that are struggling with how to sell gems and finely crafted items during the coronavirus pandemic may need to think outside of their sector for innovative ideas.

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