

NEWS BRIEFS

Day's wrap: Lexus, Aman, LVMH and Alexander McQueen

April 3, 2020



Meditation: Aman's holistic approach to marketing. Image credit: Aman

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Lexus, recognizing mood, switches all US promotional advertising to national people-first effort](#)

Japanese automaker Lexus, acknowledging the trauma around COVID-19, is replacing U.S. national advertising and sales event messaging with a new campaign called "The People Business" airing on primetime television.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

[Please click here to read the article](#)

[Swiss hotel chain Aman offers meditational tips from house specialists as world frets over COVID-19](#)

Swiss hotel chain Aman Resorts International is acknowledging the stress of the times and connecting with customers and prospects by sharing the wisdom of its meditation specialists.

[Please click here to read the article](#)

[LVMH drafts Sephora, Mot Hennessy, Kendo, Fresh, Starboard, DFS and Marc Jacobs to help with US virus effort](#)

While much attention has been lavished on French luxury conglomerate LVMH's efforts in France, Europe and China to help with the fight against COVID-19, its brands in the United States have been active in helping their local communities and causes.

[Please click here to read the article](#)

[Alexander McQueen finds new way to engage fans with McQueenCreators](#)

British fashion label Alexander McQueen has come up with an innovative way to engage its audience weekly with a new social media-driven concept called #McQueenCreators.

[Please click here to read the article](#)

[Beauty brands adapt to life in lockdown](#)

As luxury fragrance and beauty brands struggle to find their way in a marketplace mostly shut down by coronavirus lockdowns, many are turning to soothing and uplifting digital marketing campaigns that offer consumers a clean

and healthy oasis from bad news.

[Please click here to read the article](#)

[Please click here to read the morning newsletter](#)

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.