

NEWS BRIEFS

## Lexus, Aman, LVMH and Alexander McQueen

April 6, 2020

*Lexus has dropped switched promotional advertising in the United States to a people-focused campaign in recognition of the trauma around the COVID-19 coronavirus outbreak. Team One, Los Angeles, created the spot airing on TV and other digital channels. Image credit: Lexus*

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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.



[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.

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**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.

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**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.

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**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.

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