

NEWS BRIEFS

McLaren, Mr. Porter, Safilo, ANA and Tiffany

April 7, 2020

We hold our communities close to our hearts.

Today, The Tiffany & Co. Foundation stands with our local and global communities in the fight against COVID-19, with donations to the COVID-19 Solidarity Response Fund for the World Health Organization powered by the UN Foundation and The New York Community Trust's NYC COVID-19 Response & Impact Fund.

We stand together.

The Tiffany & Co. Foundation is recognizing the needs of an international organization and a local charity as both stretch resources to fight the aftereffects of COVID-19. Image credit: Tiffany & Co. Foundation

By LUXURY DAILY NEWS SERVICE

Luxury Daily live news:

[British sports carmaker McLaren joins VentilatorChallengeUK Consortium](#)

The consortium comprises major U.K. industrial, technology and engineering companies across sectors such as automotive, aerospace and healthcare.

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[New "At Home With Mr. Porter" is social push by menswear retailer to engage the housebound](#)

The initiative follows Mr. Porter's Health In Mind effort to help customers and online readers lead happier, healthier and more fulfilling lives, even while at home.

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[Safilo, taking black eye over COVID-19 measures, expects 11-13pc Q1 sales drop in eyewear](#)

The business outlook for 2020, as provided in a briefing Dec. 10, is no longer valid as Safilo suffers the consequences of lost sales over lockdowns and store closures to combat the spread of the COVID-19 coronavirus.

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[In-house agencies most important for producing new creative assets in shadow of COVID-19: survey](#)

A new survey from the Association of National Advertisers has found that 90 percent of respondents have adjusted their creative marketing messaging since mid-March when the World Health Organization declared the COVID-19 coronavirus as a pandemic.

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[Tiffany & Co. commits \\$1M to WHO, New York Community Trust for COVID-19 relief](#)

The Tiffany & Co. Foundation has committed \$1 million to COVID-19-related causes as the coronavirus rampages

through communities worldwide, devastating lives and livelihoods.

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[Influencer marketing should take right tone during pandemic](#)

Brands have an opportunity to connect with affluent homebound consumers in lockdown by working with social media influencers, but the messaging must have the right tone.

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