

NEWS BRIEFS

US stimulus, Vilebrequin, Herms, Givenchy and Kering

April 13, 2020



Herms is going for entertainment value with its Kelly bag placed in an American Wild West setting, relying on house codes and its equestrian theme. Image credit: Herms

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[US government stimulus to help lockdown-affected brands and retailers has contradictory provisions](#)

It is impossible to discuss all aspects of the 880-page U.S. CARES Act in a short article, but a few sections may be of interest to the luxury market, particularly as they relate to their sales departments.

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[France's Vilebrequin asks for shots of vintage swim trunks in ramp-up to special anniversary](#)

French swimwear maker Vilebrequin, closing in on its 50th anniversary, is running a new promotion to get consumers to send in shots of vintage shorts.

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[Herms: What happens when Kelly came to town?](#)

French fashion and leather goods brand Herms has debuted a new short film for its famous Kelly handbag set in the American Wild West.

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[Claire Waight Keller leaves Givenchy](#)

Claire Waight Keller is departing French fashion label Givenchy after three years as artistic director.

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[Kering chairman/CEO Francois-Henri Pinault, in nod to COVID-19 turmoil, takes major pay cut](#)

Kering, owner of brands such as Gucci, Saint Laurent and Bottega Veneta, said company chairman/CEO Francois-Henri Pinault will reduce the fixed portion of his salary by 25 percent from April 1 to Dec. 31.

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[India's luxury market in the shadow of COVID-19](#)

India's luxury market may not be as big as China's or most European countries, but its growing list of billionaires and millionaires is impressive. So how has the COVID-19 coronavirus pandemic affected the Indian market for luxury goods and services?

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[Women in Luxury 2020 New York conference moved to Wednesday, July 8](#)

Register now for Luxury Daily's fourth annual Women in Luxury conference Wednesday, July 8 in New York. Meet with speakers from BMW, Chanel, Piaget, Apple, Mot Hennessy, Ritz-Carlton, Mandarin Oriental, Maison Atia, Diamond Producers Association, Forrester Research, Ana Andjelic, Shanker Inc., Accenture, Modern Luxury, Worth, Meredith's Travel + Leisure, China Luxury Advisors, Sedhom Law Group, Reputation Dynamics, Luxury Portfolio International and LVMH's Starboard Cruise Services.

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