

NEWS BRIEFS

Day's wrap: US stimulus, Vilebrequin, Herms, Givenchy and Kering

April 10, 2020



French swimwear maker Vilebrequin, adapting to the COVID-19 lockdown, pronounces home is the new beach. Image credit: Vilebrequin

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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