

NEWS BRIEFS

## Day's wrap: La Perla, Bentley, Asprey, NRF and Este Lauder

April 15, 2020



*La Perla will donate 10 percent of online sales to the COVID-19 Solidarity Response Fund in support of the World Health Organization. Image credit: La Perla*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

### [La Perla to donate 10pc of all ecommerce sales to WHO COVID-19 relief](#)

Italian lingerie brand La Perla is adding cash to in-kind support for health authorities as they battle the spread of the COVID-19 coronavirus that has devastated lives and livelihoods around the world.

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### [Bentley gives warm video sendoff to departing Mulsanne flagship](#)

British automaker Bentley Motors, in lockdown mode with its compatriots over COVID-19 curtailment measures, has released a new film marking key milestones in the life of its 10-year-old Mulsanne limousine.

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### [UK silversmith Asprey steps up with 167 pendant's profit going to National Emergency Trust](#)

British silversmith and leather goods maker Asprey has debuted a zero-profit effort to support the United Kingdom's National Emergency Trust, a disaster charity to support organizations and services on the frontline battling the COVID-19 coronavirus pandemic.

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### [Store closures cleave retail into haves and have-nots as March revenue drop is worst on record](#)

Retail sales in the United States posted their biggest monthly drop on record during March as the COVID-19 coronavirus pandemic temporarily shuttered restaurants, bars and many stores nationwide, with stay-at-home mandates also affecting gas sales.

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[US cosmetics giant Este Lauder Cos. imposes pay cuts on top brass, trims advertising and promo spending](#)

Este Lauder Companies, owner of such cosmetics brands as Este Lauder, La Mer, Aveda, Clinique and Jo Malone, is taking additional steps to protect itself financially, chief among them cuts in compensation to top executives and trimming expenses in marketing spending.

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[Wines and spirits brands see spike in ecommerce sales as consumers shift to home drinking](#)

Wines and spirits brands are struggling to keep up with new online demand as they balance decimated restaurant and travel retail sales with a coronavirus pandemic that is transforming consumer drinking behavior.

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