

NEWS BRIEFS

Day's wrap: Ferrari, Walpole, Alexander McQueen, LVMH and luxury ecommerce

April 16, 2020



Italian automaker Ferrari is building respirator valves at its Maranello plant as part of its COVID-19 aid. Image courtesy of Ferrari

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Italy's Ferrari to make valves for respirators, fittings for protective masks to aid COVID-19 health workers](#)

Italian sports car maker Ferrari has begun production of respirator valves and fittings for protective masks at its Maranello plant as part of its support to health workers treating COVID-19 coronavirus patients.

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[British luxury lobby Walpole inks deals with Cegid, moneycorp for member benefit](#)

British luxury trade association Walpole has formed new partnerships with retail software firm Cegid and forex specialist moneycorp.

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[Alexander McQueen and the art of upcycling fashion](#)

How does Kering fashion house Alexander McQueen handle upcycling in an industry that has come under fire for waste and extravagance?

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[LVMH first-quarter revenue drops 15pc to \\$11.5B over COVID-19 lockdowns](#)

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton, slammed by COVID-19 lockdowns in its key markets worldwide, saw first-quarter revenue drop 15 percent to \$11.5 billion compared to the year-ago period, or a 17 percent fall on an organic basis.

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[Who are the third-party platforms driving luxury ecommerce?](#)

If luxury companies were not already operating through ecommerce, the coronavirus pandemic has acted as a call to do so not necessarily to offer a brand's entire range of product, just enough to appease the demand of

quarantined luxury shoppers.

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[US department stores, in survival mode, offer deep discounts to boost online sales](#)

U.S. department store chains are hungry for revenue, offering consumers tantalizing online discounts to keep the lights on in an extremely dark period as government-mandated COVID-19 lockdowns threaten the stability of an already perilous business model.

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