

NEWS BRIEFS

Marriott, Bentley, Ferragamo, Burberry, Balmain, Zegna and Hublot

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Bentley Motors has reopened its China showrooms to start selling the third edition of its Flying Spurgrand touring sedan. Image courtesy of Bentley Motors

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

Brands at work: Ferragamo, Burberry, Balmain, Zegna and Hublot



Brands at work: New Web site for Ferragamo is more visual; Burberry keeps base pay of all store and site staff, says no to UK government stimulus; #BalmainEnsemble debuts to keep homebound fans occupied; Zegna to livestream Ermenegildo Zegna XXX Summer 2021 collection; Hublot opens new flagship in Tokyo's Ginza with Yohji Yamamoto watch collab.

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Ritz-Carlton owner Marriott International installs new global cleanliness council for group hotels The Marriott Global Cleanliness Council will focus on developing enhanced global hospitality cleanliness standards, norms and behavior designed to minimize risk and boost safety for guests and Marriott associates.

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Bentley reopens all 40 showrooms in China to begin first deliveries of new Flying Spur

British automaker Bentley Motors has reopened its 40 dealerships in China as the country recovers from the COVID-19 coronavirus that originated in Wuhan.

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Why brand marketing is key during the lockdown

As luxury brands wait for stores to reopen after the coronavirus pandemic passes, many are focusing on their branding to connect with consumers whose lives have also come to a pause.

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