

NEWS BRIEFS

Day's wrap: Bentley Motors, Louis Vuitton, Mr Porter and Luxury Daily China webinar

May 1, 2020



Louis Vuitton, Chanel and Hermès cracked the top 10 list in the BrandZ 2020 Top 75 Most Valuable Global Retail Brands Ranking. Image credit: WPP, Kantar

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Bentley Motors prepares to welcome back employees with 250 new hygiene and social distancing measures](#)

The processes are part of the Volkswagen-owned company's "Come Back Stronger" program as Bentley resumes on-site work starting May 11. These initiatives will mark the biggest change to daily working life in Bentley's 100-year history.

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[Louis Vuitton retains position as world's most valuable luxury brand](#)

The LVMH-owned brand was valued at \$51.8 billion by the BrandZ report's producers, ad agency conglomerate WPP and its Kantar market research arm.

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[Mr Porter's new The Details podcast is catnip to those obsessed with finer points of menswear](#)

Mr Porter, Richemont-owned online retailer Net-A-Porter's menswear shop, has launched a new podcast series called The Details, targeting men obsessed with the little things of tailoring.

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[Webinar on May 13: China Luxury Rebound: Lessons for Other Markets](#)

China is key to luxury's return to growth after the COVID-19 lockdowns evaporated sales worldwide. What lessons can luxury marketers learn from China's response to the pandemic? Is there a new playbook for luxury and what are its rules? To find out, please register for Luxury Daily's free webinar with Agility Research & Strategy on Wednesday, May 13 at 11 a.m. to noon ET (New York time).

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[Luxury draws more first-time buyers online than other retail verticals during lockdown](#)

Luxury online purchases from first-time buyers were up 181 percent year-over-year in April 2020, as shoppers turned to ecommerce for purchases of goods they would have usually bought in stores.

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