

NEWS BRIEFS

Day's wrap: Herms, Ferrari, Saks Off 5th and Rolls-Royce

May 4, 2020



Still from short video for 24 colors in the Hermes Beauty lipstick range. Image credit: Hermes

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Herms is playfully busy on Instagram](#)

What is French fashion and leather goods giant Herms doing to keep its pulse and its followers' racing since its American Wild West-themed film campaign for the Kelly bag broke early April?

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[Italy's Ferrari to resume full production of sports cars May 8](#)

Italian sports carmaker Ferrari will restart full production of its vehicles May 8 after the longest closing of its Maranello factory in the company's history.

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[Saks Off 5th partners with Food Bank for New York City in hometown effort](#)

Saks off 5th, the discount retail sibling to U.S. department store giant Saks Fifth Avenue, is partnering with the Food Bank for New York for two special promotions starting May 6.

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[Rolls-Royce Motor Cars is first British automaker to resume production with ongoing lockdown](#)

The resumption of production at the Rolls-Royce plant comes at the same time that rival Bentley Motors announced a series of 250 measures to ensure the safety of staff as they return to their Crewe, England factory.

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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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