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## Brands at work: Lamborghini, Sephora, Klarna, Rolex, Aston Martin Lagonda, One Drop Foundation and Cirque du Soleil

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*The Lamborghini Huracan EVO RWD Spyder launched online via augmented reality. Image courtesy of Lamborghini*

By LUXURY DAILY NEWS SERVICE

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Lamborghini turns to augmented reality to launch new Huracan EVO Rear-Wheel Drive Spyder

Italian sports carmaker Lamborghini has launched its new Huracan EVO Rear-Wheel Drive Spyder model virtually using augmented reality (AR) for the first time on its Web site at [lamborghini.com](https://www.lamborghini.com).

Using Apple's AR Quick Look, the company is introducing its latest V10 super sports car directly to customers and prospects worldwide as social distancing and national lockdowns are still in effect. All consumers will need is an iPhone or recent iPad.



*Lamborghini Huracan Evo RWD Spyder in augmented reality. Image courtesy of Lamborghini*

While looking at the Lamborghini site on their iPhone or iPad, consumers tap "See in AR" and the new open-top rear-

wheel drive model can be viewed in people's driveways, gardens or even sitting rooms.

Viewer can rotate and expand the size of the Huracan, including on a 1:1 scale. They can examine its exterior and interior details and take almost-realistic pictures of the new car whose key characteristic is an extremely lightweight soft top.

Sant'Agata Bolognese, Italy-based Lamborghini said this functionality will soon be available for all its cars.

Sephora, in nod to times, adds installment payment option with Klarna for online purchases

U.S. cosmetics retailer Sephora has added an installment payment option for customers shopping its Web site and app as a means to soften the blow of the purchase in this COVID-19-induced economic downturn.

Consumers shopping the Sephora online can opt for Klarna's installment option, letting them pay in four equal payments with no interest.

"Ease and convenience play an instrumental role in the Sephora client experience, and as a digital leader we have always adapted to the evolving needs of our beauty community and their shopping journey," said Kim Stromberg, vice president and general manager of ecommerce at Sephora, in a statement.

"With Klarna, we can continue to provide our clients the seamless shopping experience they know and love while increasing flexibility in our checkout offerings," she said.

French conglomerate owns San Francisco-based Sephora, which is the largest cosmetics retailer in the United States.

Klarna is one of the leading companies in the buy-now, pay-later space. It claims 85 million customers and more than 200,000 retailer relationships.

Rolex resumes production at factory with company-supplied masks, staggered shifts

Rolex, the world's leading luxury watch brand by sales, has resumed production at its Bienne facility in Switzerland after a pause instituted since March 17 over the COVID-19 coronavirus outbreak.

The return is orderly and in keeping with new social distancing guidelines.

One team will start work in the morning and then give way to their colleagues in the afternoon. A half-hour break will punctuate the transition.

All employees will be required to wear masks. Rolex will supply the masks. No masks from outside will be allowed.

Also, **Rolex** has closed the restaurants and smoking rooms on its premises to avoid close physical contact between employees.



*Temperature check for workers at the Aston Martin Lagonda plant in St Athan, Wales. Image courtesy of Aston Martin Lagonda*

Aston Martin Lagonda begins phased return to work at Wales plant

British automaker Aston Martin Lagonda this week begins to plan a phased return to work for a number of its manufacturing staff as it seeks to restart production of cars amid the ongoing COVID-19 coronavirus threat.

The Gaydon, England-based company is working with trade unions to formulate detailed return-to-work protocols to be followed by returning workers at the brand's plant in St. Athan, Wales.

"The safety and ongoing good health of our staff is absolutely paramount in our thinking as we slowly and carefully return to car building," said Scott Ward, director of manufacturing at Aston Martin Lagonda's St. Athan site, in a statement.

"The arrangements we have put in place here for our phased return to work as we continue to build the brand's first SUV the highly anticipated DBX are designed to support the health and safety of staff while, of course, doing everything we can to ensure we do not add to the burden already being borne by the incredibly dedicated frontline staff of the NHS," he said.

Production workers at Aston Martin's headquarters in Gaydon, Warwickshire will return at a later, undisclosed date. So will office and support staff at the company's other U.K. sites.



*Workers in masks at assembly line in Aston Martin Lagonda's plant in St Athan, Wales. Image courtesy of Aston Martin Lagonda*

**Aston Martin's** Site Operating Procedures are designed to keep employees and their families as well as the local community safe.

The playbook covers social distancing, health and hygiene instructions, including all aspects of a staff member's interaction with work from preparing to leave home to arriving on site, navigating the site, breaks and mealtimes, falling ill while at work, dealing with visitors and contractors, and leaving the site.

Also covered are guidelines on personal protective equipment management, travel between Aston Martin Lagonda sites and pool car arrangements, as well as the calculated limits on employee numbers on site and working at any given time to support staff actions.

Appropriate protective gear is being given to all returning staff. Masks have to be worn on site at all times, with temperature checks on arrival at work in place.

"Unite the Union is working closely with Aston Martin Lagonda to ensure, above all, a safe return to work for all staff as the business looks to move on from the lockdown phase," said Philip Reardon, senior shop steward and health and safety representative at Unite Wales, said in a statement.

"In doing so, our members are supporting the shared desire to deliver a sustainable business for all those working not only at St Athan, but across the Aston Martin business in the U.K.," he said.

Over the past weeks Aston Martin Lagonda staff have been engaged in a number of activities designed to help in the fight against COVID-19, from the manufacture of various items of PPE to the offer of free emergency repairs to NHS workers' cars.

One Drop Foundation, Cirque du Soleil turn to online fundraiser in lieu of live performance

The COVID-19 lockdown disrupted The One Drop Foundation's biggest fundraiser of the year with Cirque du Soleil in March with the COVID-19 lockdown in Las Vegas. But the two organizations came up with a workaround.

The foundation and Cirque du Soleil launched a **60-minute special** posted on YouTube featuring unforgettable moments from previous editions of One Night for One Drop, designed as the annual fundraiser to benefit international water foundation One Drop.

Available on the CirqueConnect Web site, the recording of the May 1 livestream episode featured the collaboration

between One Drop and Cirque du Soleil over the years with celebrity guest appearances.

There is a [charity auction link on Charity Buzz](#) that consumers can visit to bid for experiences that will directly benefit One Drop Foundation. The online auction is live through May 13.

*One Night for One Drop by Cirque du Soleil and One Drop Foundation*

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