

NEWS BRIEFS

Day's wrap: Neiman Marcus, NRF, John Varvatos, Lamborghini, Sephora, Rolex, Aston Martin, Klarna, One Drop and Cirque du Soleil

May 7, 2020



John Varvatos Star USA Portland Chukka boot. Image credit: John Varvatos

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[NRF, largest US retail lobby, draws priorities for next economic stimulus package](#)

Among the key priorities are liability reform, business tax relief, Paycheck Protection Program enhancements, rent forgiveness and pandemic risk insurance.

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[John Varvatos files for bankruptcy, looks to largest creditor for lifeline](#)

Menswear brand John Varvatos has filed for Chapter 11 bankruptcy, becoming the first luxury brand casualty amidst the COVID-19 lockdowns worldwide.

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[US department store giant Neiman Marcus Group files for bankruptcy, sheds \\$4B in debt](#)

The May 7 filing, in the U.S. Bankruptcy Court for the Southern District of Texas, Houston Division, comes as Neiman Marcus and its fellow department store chains struggle with changed shopping habits, direct competition from monobrand luxury boutiques and the rise of ecommerce.

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

Brands at work: Lamborghini turns to augmented reality to launch new Huracn EVO Rear-Wheel Drive Spyder; Sephora, in nod to times, adds installment payment option with Klarna for online purchases; Rolex resumes

production at factory with company-supplied masks, staggered shifts; Aston Martin Lagonda begins phased return to work at Wales plant; One Drop Foundation, Cirque du Soleil turn to online fundraiser in lieu of live performance.

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[Modeling great and good take time for Chanel J12 twentieth anniversary campaign](#)

Chanel has kicked off a new digital campaign to promote the 20th anniversary of its classic J12 watch in a move to reach younger consumers with this vintage '90s look.

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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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