

NEWS BRIEFS

Day's wrap: Mercedes-Benz, Savile Row's Huntsman, Bulgari, Guerlain, aspiration economy and China webinar

May 8, 2020



The COVID-19 coronavirus outbreak has shook the underpinnings of the modern aspiration economy

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Coronavirus killed the modern aspiration economy. What comes next?](#)

How the fragility of the modern aspiration economy reveals the future of spending.

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[Mercedes-Benz debuts first Concours de Zoom with Jay Leno, Martha Stewart and ilk](#)

The appropriately named Concours de Zoom virtual event featured iconic Mercedes-Benz vehicles alongside their high-profile owners during this time of social distancing.

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[Bulgari, Guerlain offer rare behind-the-scenes look into fragrance-making process](#)

In a series of videos posted on Instagram, the two houses' master perfumers dive into the art and science of making fragrances and demystifying some of the processes. The brands are taking advantage of the COVID-19 lockdowns to engage audiences with their brand DNA.

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[Savile Row tailor Huntsman makes face masks to match bespoke shirts](#)

Spotting an opportunity, Savile Row tailor Huntsman & Sons has dived in headlong to produce high-end face masks that ideally can match the shirts the firm makes for customers.

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[Half of fashion suppliers will face financial issues in next six months](#)

The COVID-19 pandemic has hit every end of the fashion spectrum and suppliers are the latest companies hurting

from the virus-induced financial collapse.

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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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