

NEWS BRIEFS

Mercedes-Benz, Savile Row's Huntsman, Bulgari, Guerlain and aspiration economy

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The Mercedes-Benz Concours de Zoom was a unique twist on a bricks-and-mortar concept that took advantage of the COVID-19 lockdowns and turned it to the automaker's advantage. Image courtesy of Mercedes-Benz USA

By LUXURY DAILY NEWS SERVICE

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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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