

NEWS BRIEFS

Day's wrap: Safilo, Blenders Eyewear, Rolls-Royce, RH and Marriott International

June 2, 2020



Adventure photographer photographing the Rolls-Royce Cullinan SUV. Image courtesy of Rolls-Royce Motor Cars

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Italy's Safilo on new ecommerce journey with control of California-chic Blenders Eyewear](#)

Italy's Safilo Group, a maker of sunglasses and eyeglass frames, has completed the acquisition of a 70 percent stake in Californian ecommerce retailer Blenders Eyewear that is popular with millennials and Gen Z consumers.

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[Rolls-Royce unveils new "Inspiring Greatness" film with adventure photographer Cory Richards](#)

Fresh from resuming production after the COVID-19 lockdown, British automaker Rolls-Royce Motor Cars has debuted the next installment in its "Inspiring Greatness" series of films featuring National Geographic photographer and explorer Cory Richards.

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[RH, formerly Restoration Hardware, aims for hard pivot to high luxury](#)

RH, the retailer formerly known as Restoration Hardware, is preparing for a Sisyphean challenge: taking its premium home furnishings brand to the luxury echelons with a foray into hospitality, food and dining, yachts and home-building.

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[Ritz-Carlton owner Marriott International to extend furloughs, start eliminating positions](#)

Marriott International, owner of hotel brands such as the Ritz-Carlton, St. Regis and the Luxury Collection, will extend its furloughs and reduced workweek schedules through Oct. 2 as the hospitality giant grapples with the fallout of the COVID-19 coronavirus pandemic.

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[Christie's, Sotheby's double down on digital auctions this summer](#)

Auction houses Christie's and Sotheby's are seeing record online sales as they have adapted their business for pandemic times, not expecting this momentum to end any time soon.

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Call for nominations: Luxury Women to Watch 2021

Even as more women ascend the decision-making ranks at luxury marketers amid the current healthcare crisis, work needs to be done to attract them to C-suite and key marketing, retail, media and digital positions in a business that shows resilience and long-term focus in good times and bad.

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