

NEWS BRIEFS

JD.com, LVMH's Hennessy, Este Lauder Cos., Bentley and Aston Martin Lagonda

June 9, 2020



A Bentley Flying Spur outside St. Martin's Theatre in London. Image credit: Bentley Motors

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

How is JD's 618 Grand Promotion faring?

According to a JD.com press release, on the first day of the 618 Grand Promotion event, transaction volume increased 74 percent year-on-year, and sales of luxury products increased by 400 percent year-on-year. Meanwhile, 40 brands individually reached sales of RMB 100 million.

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LVMH's Hennessy Cognac brand steps in with Unfinished Business program for US minority-run small biz

LVMH Cognac brand Hennessy has launched a new effort called Unfinished Business that supports small businesses owned by African Americans, Hispanics and Asian Americans who have been hit hard by the COVID-19 coronavirus outbreak and resultant national lockdown in the United States.

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Standoff with Este Lauder Cos. employees over Ronald S. Lauder's board ouster threatens to escalate

The employee petition to oust Ronald S. Lauder from the board of cosmetics giant Este Lauder Cos. for his support to President Trump has crossed 5,000 signatures, with more upset at the company's official response to the demand.

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UK luxury auto sector loses jobs as Bentley, Aston Martin Lagonda trim workforce

The after-effects of the COVID-19 lockdowns are only now becoming evident, with payroll cuts looming for many brands. Bentley Motors and Aston Martin Lagonda were already on a shaky wicket, but the coronavirus outbreak did no favors.

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What types of marketing should brands resume as lockdowns ease?

As stores around the globe begin to reopen, it is going to take some strategic marketing to reconnect with consumers and entice them into bricks and mortar.

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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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