

NEWS BRIEFS

## Day's wrap: Bentley, Mikimoto, BMW and Saks Fifth Avenue

June 23, 2020



Saks Fifth Avenue New York main floor with hand sanitizer station at left. Image courtesy of Saks Fifth Avenue

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

### [Bentley to soon unveil first car under Beyond100 business strategy](#)

Bentley Motors on June 30 will launch the new Bentayga SUV as the first car under its Beyond100 business strategy with sustainable luxury mobility as the key underpinning.

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### [Japan's Mikimoto gives retail a salute with new bricks-and-mortar store in Las Vegas](#)

Japan's Mikimoto, maker of cultured pearl jewelry, is giving a resounding vote of confidence to bricks-and-mortar retail with the opening of a new boutique in the gambling-to-entertainment destination of Las Vegas.

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### [BMW to be first automaker to use iPhone as fully digital car key](#)

Germany's BMW will become the first carmaker to let its customers use the iPhone as a fully digital car key in yet another sign of the integration of mobile technology into vehicles.

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### [Saks Fifth Avenue reopens all 40 stores in North America with New York flagship's return to business](#)

Department store chain Saks Fifth Avenue has reopened its New York flagship, completing its phased approach to resuming operations in the United States and Canada after a brutal government-imposed lockdown to curb the COVID-19 coronavirus' spread.

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### [Swiss reopening hints at slow, but positive recovery](#)

Retail stores reopened May 11 in Switzerland and have been performing reasonably well since day one of the new COVID-19-induced reality.

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[Deadline extended to June 26: 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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