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NEWS BRIEFS

Mercedes-Benz, Daimler, Bulgari and UK country houses

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

Daimler presses on with sustainability mandate, starting with new Mercedes-Benz S-Class
German auto giant Daimler, maker of the Mercedes-Benz car, is pressing on with its strategy to be sustainable across its operations and vehicles even as it has suffered from the COVID-19 coronavirus fallout.

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Bulgari, undaunted by pandemic, doubles down on hospitality expansion with first hotel in Rome
Italian jeweler Bulgari will open its first hotel in its Rome, the city where it is based and where it hopes to showcase an opulent experience with more than 100 suites and rooms overlooking the Ara Pacis and tomb of Caesar Augustus.

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High-value country house market is strongest performer in UK: Knight Frank
Prices edged up in the United Kingdom over the last three months as demand for prime properties with outdoor space has grown.

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CMOs remain optimistic about post-COVID-19 marketing budgets
Even though most companies have seen their marketing budgets trimmed due to the COVID-19 pandemic, 73 percent of chief marketing officers expect these cuts to be short-lived. Most of these senior executives see a positive outlook for business within the next 18-24 months.

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Inviting opinion pieces on luxury issues, marketing, retail and media
Luxury Daily is inviting opinion pieces on luxury business, advertising, marketing, media and retail issues that affect marketers as they run multichannel programs for branding as well as customer acquisition, retention and reactivation.

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