

NEWS BRIEFS

Day's wrap: Amazon, Josie Maran, Bentley, Louis Vuitton and Careste

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Josie Maran cosmetics trademark case tests strategy of controlling branded product sales on Amazon](#)

A recent trademark-infringement suit brought in federal court in Los Angeles by cosmetics brand Josie Maran against an unauthorized Amazon reseller raises a number of interesting issues about how trademark law can be used to control to whom and where branded products are sold.

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[Bentley further digitizes operations with online configurator for Bentayga](#)

British automaker Bentley Motors has debuted its Bentayga SUV on the company's online car configurator, thus further digitizing operations and adding a much-appreciated personalization element.

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[Louis Vuitton's Virgil Abloh takes animated, virtual voyage with Message in a Bottle spring-summer 2021 collection](#)

Virgil Abloh, men's artistic director at French fashion label Louis Vuitton, is rethinking the runway, replacing the traditional show with gradual digital reveals of the collection through the rest of the year.

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[Careste, eyeing market opportunity, goes with zero-inventory, DTC model for sustainable fashionwear](#)

Bold and gutsy, but that is what can be expected from Celeste Markey and Elizabeth Rickard Shah as they officially roll the welcome mat for their direct-to-consumer, sustainably-focused fashion label, Careste.

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[Global wealthy begin shift to sustainable investing with pandemic overhang](#)

Capgemini, while acknowledging the current reality, pointed out in its newly released 2020 World Wealth Report that HNWI wealth and population last year grew worldwide by almost 9 percent despite a global economic slowdown, international trade wars and geopolitical tensions.

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