

NEWS BRIEFS

Bentley Motors, Vestiaire Collective, Mot Hennessy, Louis Vuitton and Lexus

July 17, 2020



Lexus initiates a global socially driven program that encourages viewer participation, partnering with UK based origami artist Coco Sato for its first installment. Image courtesy of Lexus

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[UK's Bentley Motors to debut rainbow-hued car to support Pride, hope and gratitude](#)

British automaker Bentley Motors is supporting diversity and the LGBTQI+ community with a new car wrapped in a rainbow design showcasing six of the British automaker's bespoke paint colors.

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[Herms silk scarves see 68pc increase in orders: Vestiaire Collective report](#)

French resale platform Vestiaire Collective has debuted its first bi-annual report called "The Smart Side of Fashion" as the COVID-19 crisis has challenged consumers to rethink their values and behavior.

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[Mot Hennessy joins hands with Louis Vuitton for new City Guide celebrating Champagne region](#)

Mot Hennessy has partnered with Louis Vuitton to publish a new city guide celebrating France's Reims and its region that is home to Mot & Chandon, Ruinart, Veuve Clicquot and Dom Prignon.

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[Japanese automaker Lexus debuts Lexus Creates content series for audience participation](#)

The effort seeks to encourage participants in activities that inform and delight, focusing on design and craftsmanship.

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[Football star Tom Brady stars in new IWC Schaffhausen campaign](#)

Swiss watch brand IWC Schaffhausen has kicked off a new marketing campaign featuring brand ambassador, American football player Tom Brady, in a spot that calls on consumers to dream big.

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