

NEWS BRIEFS

Day's wrap: Bentley Motors, Vestiaire Collective, Mot Hennessy, Louis Vuitton and Lexus

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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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