

NEWS BRIEFS

Day's wrap: Burberry, Herms, LVMH, Bentley, Rebag and Moncler

July 30, 2020



Scarlett Yang's biodegradable lace creation. Image credit: LVMH

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Burberry unveils luxury sector's first social retail store in China](#)

Tech-savvy British fashion brand Burberry on July 31 will open the luxury sector's first social retail store in Chinese tech hub Shenzhen, binding the physical and social worlds in a digitally immersive retail embrace.

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[Herms, hit by pandemic-related store closings, sees 24pc drop in first-half 2020 sales](#)

Herms, in line with its peers LVMH, Kering and Richemont, saw a major slump in revenue over the second quarter and the first six months of the year as COVID-19 lockdowns and travel restrictions took a toll on retail-store operations.

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[LVMH names 2020 Green Trail winners for sustainable innovation](#)

French luxury group LVMH Mot Hennessy has announced the 2020 winners of its annual sustainable innovation event in partnership with the Central Saint Martins design school.

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[Bentley to reveal new Mulliner Collection convertible this summer](#)

British automaker Bentley Motors is hitting the road to unveil its new Continental GT Mulliner Convertible at Cheval Blanc in St. Tropez

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[Rebag embraces content marketing with The Vault](#)

Resale platform Rebag is turning to a robust content strategy with the launch of The Vault, an educational guide spanning articles and videos.

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[Moncler Genius adds luxury e-bikes to its lineup](#)

French-Italian outwear maker Moncler is leaning into its outside origins by partnering with a Dutch electric vehicle brand for its latest Genius collaboration.

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[How the luxury selling ceremony will have to adapt](#)

The in-person selling ceremony has been key to the experience of luxury shopping, but COVID-19 lockdowns and social distancing guidelines have upended the whole process.

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