

NEWS BRIEFS

## Day's wrap: Sotheby's, Calvin Klein, Lamborghini, NRF and holiday retail

August 3, 2020



*Christy Turlington Burns and Edward Burns return for Calvin Klein Eternity. Image credit: Calvin Klein*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 3:

**Sotheby's sales hit \$2.5B, propelled by unprecedented online growth**

Sotheby's online sales have already surpassed \$285 million, more than triple the sales from 2019, as the auction house continues to successfully adapt to this year's challenging economic and social climate.

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**Calvin Klein welcomes back supermodel for fragrance campaign**

U.S. fashion label Calvin Klein is hearkening back to iconic advertisements as supermodel Christy Turlington Burns returns as the face of the newest Eternity fragrance campaign.

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**Lamborghini turns to events, limited editions for new sports cars**

Italian automaker Lamborghini is launching consumer-facing efforts as it unveils new super sports cars.

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**NRF shares concerns over economic recovery as COVID spreads**

The National Retail Federation is warning that the economic recovery in the United States remains fragile because of rising coronavirus cases across the country.

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**Preference for online shopping will continue through holidays: survey**

A dramatic and sudden shift in consumer behavior that began with the onset of the coronavirus pandemic is expected to continue through the holiday shopping season, according to a new survey from Qubit.

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[Luxury brands must think like gladiators to woo China's youngest consumers](#)

Luxury brands are betting big on the Chinese consumer to trigger a recovery, counting on the youngest generation of luxury consumers for post-pandemic growth.

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