

NEWS BRIEFS

Day's wrap: eBay, Bentley, Valentino, L'cole, CR Fashion Book, LVMH and Future of Luxury eConference

August 12, 2020



The 2020 Valentino eyewear campaign explores the concepts of time and space. Image credit:

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 12:

Ecommerce giant eBay, eyeing luxury market expansion, offers independent-expert authentication for watches
Online retail platform eBay, targeting the growing luxury ecommerce market, has introduced a new third-party authentication service for watch collectors that verifies the genuineness of the timepieces.

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Bentley brings news and behind-the-scenes content to Instagram

British automaker Bentley Motors is growing its social media presence with the debut of a new Instagram page.

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Valentino plays with philosophical themes in eyewear campaign

Italian fashion house Valentino is parading its eyewear collection in an ethereal campaign inspired by the senses.

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L'cole Asia Pacific engages affluent families with creative contest

L'cole Asia Pacific, the educational arm of French jeweler Van Cleef & Arpels, is partnering with hospitality group Rosewood Hotel & Resorts for a children's contest encouraging creativity.

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How will Chinese fashionistas take to CR Fashion Book launching in China?

The print fashion magazine, CR Fashion Book, will launch a Chinese language edition in partnership with the Beijing Koala Media Group this fall, with an initial print run of 25,000 copies, as reported by WWD.

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[LVMH touts educational efforts for International Youth Day](#)

French luxury group LVMH Moët Hennessy is spotlighting efforts in support of equal access to employment to mark International Youth Day.

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[Personalized Web site, email experiences most likely to increase brand loyalty](#)

As retailers, hospitality firms and businesses across sectors look to appeal to consumers during a difficult economic situation, marketers that can deliver personalized experiences will be the ones to cultivate the brand loyalty needed to survive.

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[Registration open: Future of Luxury eConference Sept. 23-24](#)

Register now for Luxury Daily's Future of Luxury eConference Sept. 23-24 as brands and retailers face unprecedented changes in customer behavior. Check out our list of 40-plus speakers from the leading luxury brands and retailers worldwide and nearly 40 sessions in the agenda article. First 100 registrants receive Luxury Daily's Future of Luxury special report! Register now limited seats online.

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