

NEWS BRIEFS

Day's wrap: Rent the Runway, Farfetch, Bentley, CFDA, digital workplaces and Future of Luxury eConference

August 14, 2020



Farfetch saw its online traffic jump by 60 pc. Image credit: Farfetch

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 14:

[Rent the Runway pivots away from physical retail](#)

Rent the Runway is shuttering all of its physical stores as the coronavirus has curtailed its rental service, which heavily relied on its clients attending special events.

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[Farfetch sees record-breaking growth in Q2 2020](#)

Online retail group Farfetch reported \$365 million in revenues during the second quarter of 2020, as it benefits from widespread e-commerce luxury sales growth amid prolonged store closures as a result of the coronavirus pandemic.

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[Bentley bottles adventurous spirit in newest men's fragrance](#)

British automaker Bentley is expanding its fragrance range with a spirited new scent for men.

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[CFDA names new president from within its ranks](#)

The Council of Fashion Designers of America has named a new president as the nonprofit trade organization aims to support its members in the current climate.

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[Digital transformations key for post-COVID workforce: BCG](#)

Digital transformations in the workplace could be moving more rapidly, according to a new survey from Boston

Consulting Group.

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[Successful brands of 2020 must marry strong purpose with consumer needs, preferences and desires](#)

Since the pandemic hit, consumers are prioritizing the wellbeing of family and friends, health, social connections and financial security, and brands that are looking to connect should be focused on purpose.

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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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