

NEWS BRIEFS

## Day's wrap: Selfridges, Louis Vuitton, Aston Martin and Future of Luxury eConference

August 17, 2020



*Selfridges is introducing its own rental service as part of Project Earth. Image courtesy of Selfridges*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 17:

[Selfridges aims to reinvent retail with Project Earth sustainability strategy](#)

British department store chain Selfridges is building on its reputation for sustainability with a bold new initiative.

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[Louis Vuitton launches unisex fine jewelry collection](#)

French fashion label Louis Vuitton is introducing its new line of genderless fine jewelry with an energetic and fresh campaign.

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[Aston Martin debuts 007 editions ahead of next Bond installment](#)

British automaker Aston Martin is celebrating the premiere of the latest James Bond film with two exclusive models.

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[Focus on hospitality element vs. simply sanitation measures for travel to rebound](#)

Most U.S. consumers expect to travel more next year and the majority said that they would pay more for privacy and distancing, a hopeful signal that the channel will return after 2020 has decimated the hospitality industry.

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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.

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