

NEWS BRIEFS

Day's wrap: Jaguar Land Rover, Small Luxury Hotels, Christopher Kane, Make Up For Ever and Future of Luxury eConference

August 21, 2020



Minos Beach Art Hotel in Greece. Image credit: Small Luxury Hotels

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 21:

[Jaguar Land Rover cuts carbon emissions with new recycling initiative](#)

British automaker Jaguar Land Rover is experimenting with a new recycling process that could help curb aluminum production emissions as part of its Destination Zero mission.

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[Christopher Kane amplifies Black fashion students on Instagram](#)

Scottish fashion label Christopher Kane is giving a platform to Black, Asian and minority ethnic (BAME) students from the eponymous designer's alma mater.

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[Small Luxury Hotels helps frontline workers unwind through #SLHFORHEROES](#)

Hotel group Small Luxury Hotels of the World has announced the winners of its campaign to award free stays to hundreds of workers on the frontline of the coronavirus pandemic.

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[LVMH's Make Up For Ever celebrates self-expression with lipstick launch](#)

LVMH-owned beauty brand Make Up For Ever is introducing a new lipstick line, a daring decision as consumers have shied away from makeup purchases during the ongoing coronavirus pandemic.

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[TikTok ban could give European brands an edge over US labels](#)

U.S. businesses have been banned from doing business with Chinese video-sharing social network TikTok

beginning next month, and this could negatively impact how American luxury brands are able to reach affluent Chinese consumers, giving European labels an even bigger advantage in terms of marketing reach.

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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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