

NEWS BRIEFS

Day's wrap: Rolls-Royce, Tiffany & Co., Tmall Luxury, Cunard and Future of Luxury eConference

August 25, 2020

FROM



The new illustrated Spirit of Ecstasy will appear on Rolls-Royce digital channels. Image courtesy of Rolls-Royce

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 25:

[Rolls-Royce rolls out refreshed branding for diverse, digital-first clients](#)

British automaker Rolls-Royce Motor Cars is revealing a refreshed rebrand as the marque looks to modernize its visual identity.

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[Tiffany & Co. extends deadline for acquisition by LVMH](#)

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton and U.S. jeweler Tiffany & Co. have given themselves more time to complete an acquisition, according to a report from Reuters.

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[Tmall Luxury launches Gen Z-friendly features for brands](#)

China ecommerce giant Alibaba's Tmall Luxury is launching new features to help brands better reach young Chinese affluents.

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[Cunard cancels all voyages until spring 2021](#)

Luxury cruise line Cunard will continue its suspension of sailings into spring 2021, as uncertainty and challenges surrounding the coronavirus endure.

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[Livestreaming commerce to reach \\$100B in China by 2023: Forrester](#)

Ecommerce will drive more than half of global retail sales over the next five years, as the COVID-19 pandemic has

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