

NEWS BRIEFS

Day's wrap: Kendo, Visit Mexico, FTC, brand awareness with Gen Z and Future of Luxury eConference

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Most telemarketer fees to access US Federal Trade Commission's no-call registry to increase in fiscal 2021](#)

As luxury brands and retailers increasingly rely on home-targeted retail including ecommerce and phone-based outreach, it bears to keep in mind that most telemarketer fees to access the U.S. Federal Trade Commission's National Do Not Call Registry will increase in fiscal year 2021.

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[Visit Mexico taps digital influencer as first luxury travel ambassador](#)

Visit Mexico, the Mexican government's tourism promotion platform, has named its first luxury travel ambassador to drive upscale interest in the United States' southern neighbor as tourism takes a hit with the COVID-19 pandemic.

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[Kendo Brands' Lip Lab by BITE adapts with digital custom lipstick creation](#)

Necessity is the mother of invention as luxury brands are finding out in the COVID-19 era. Not surprisingly, cosmetics brands have had to adapt and get creative, as is evident by Kendo Brands' Lip Lab by BITE, a label under the LVMH-owned company's incubation.

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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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[Brand awareness declining with Gen Z](#)

While Morning Consult's latest research on U.S. Gen Z may not be entirely applicable to luxury marketers, it does heed to note what makes this highly picky, fully digital generation love brands.

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Here is your chance to get in front of an impressive assemblage of the world's leading luxury brands and retailers as they chalk out their road-ahead strategy in a dramatically changed world.

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