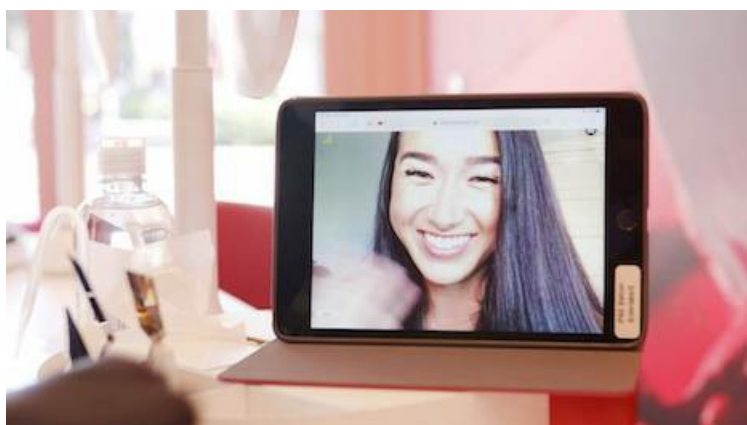


NEWS BRIEFS

## Kendo, Visit Mexico, FTC, brand awareness with Gen Z and Future of Luxury eConference

August 27, 2020



*Kendo Brands' Lip Lab by BITE will now allow custom lipstick creation from home for U.S. and Canadian shoppers by linking to sales associates in four North American retail locations. Image credit: BITE*

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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### [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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### 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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