

NEWS BRIEFS

Day's wrap: Neiman Marcus, Kenzo Parfums, Mercedes-Benz, LVMH and Future of Luxury eConference

August 28, 2020



Neiman's fall campaign focuses on the 'new normal.' Image credit: Neiman Marcus

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 28:

[Neiman Marcus puts glam twist on new normal' for fall campaign](#)

U.S. department store chain Neiman Marcus is celebrating the magic of everyday in its latest fall campaign.

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[Kenzo Parfums brightens Parisian gardens in Louvre partnership](#)

LVMH's Kenzo Parfums is partnering with an iconic museum in a show of support for nature and beauty.

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[Mercedes-Benz swings for COVID relief in U.S. Open sponsorship](#)

German automaker Mercedes-Benz is taking a philanthropic approach to this year's activation at the U.S. Open.

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[LVMH taps Okta for secure identity solutions as workforce evolves](#)

French luxury conglomerate LVMH Mot Hennessy has selected software platform Okta, Inc. to seamlessly and securely connect its workforce to critical applications as the group has turned to remote work amid the coronavirus pandemic.

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[Luxury brands should focus on digital to survive slowdown: Forrester](#)

Luxury brands have been challenged by lockdown-induced store closures and, worse, the post-pandemic "revenge spending" that is happening in China is not taking root in the West.

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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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