

NEWS BRIEFS

## Day's wrap: Ferragamo, digital yuan, branded hashtags, Rolls-Royce Ghost and Future of Luxury eConference

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Ferragamo enlists great and good to narrate podcast episodes from founder's autobiography](#)

Italian fashion and leather goods maker Salvatore Ferragamo is joining the parade of luxury brands dabbling in podcasts with its own series honoring its eponymous founder and his legend

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[How will the digital yuan impact luxury consumption?](#)

Both TechNode and Caijing reported that several employees at China's largest banks are testing the country's much-anticipated digital currency "on a large scale."

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[75pc of consumers unlikely to share branded hashtag: study](#)

User-generated content is a low-effort tool for marketers to maintain their social media and blog strategy during the COVID-19 pandemic, given that resources for in-person content creation may be limited. But getting followers to participate in this effort is challenging.

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[Rolls-Royce outlines how tech, self-drive have shaped Ghost model](#)

Since the introduction of Ghost to its lineup, British automaker Rolls-Royce Motor Cars has noticed how its customers have reacted to the technology within the vehicle.

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[Book your seat early: 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. First 100 registrants receive Luxury Daily's Future of Luxury special report! Register now limited seats online.

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