

NEWS BRIEFS

Ferragamo, digital yuan, branded hashtags, Rolls-Royce Ghost and Future of Luxury eConference

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Salvatore Ferragamo, shoemaker to the stars, examining his work. Image credit: Salvatore Ferragamo

By MICKEY ALAM KHAN

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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