

NEWS BRIEFS

Day's wrap: Bloomingdale's, Saks Fifth Avenue, Gucci, Festival of Luxury Marketing and Future of Luxury eConference

September 3, 2020



Bloomingdale's new Vote face mask, produced in conjunction with WarnerMedia and director Allen Hughes, is intended to encourage U.S. citizens to vote in the upcoming state and general elections. Image courtesy of Bloomingdale's

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Bloomingdale's re-ups with WarnerMedia on new get-out-the-vote campaign](#)

U.S. department store chain Bloomingdale's has debuted a new campaign called "Vote" to encourage citizens to vote in the November elections featuring Congress seats and the presidency.

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[Saks Fifth Avenue, in countersuit, takes Bal Harbour Shops to court for defamation, break of contract and fiduciary duty](#)

The lawsuit claims Bal Harbour disclosed confidential information and made public defamatory statements to coerce Saks Fifth Avenue to settle a disagreement about lease payments during the ongoing COVID-19 pandemic.

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[Gucci breaks campaign for new watches and fine jewelry collection set in still life images](#)

Italian fashion and leather goods giant Gucci has launched a fresh campaign for its new timepieces and fine jewelry collection.

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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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[From a partner: Walpole's Festival of Luxury Marketing Sept. 7-11](#)

Join Walpole the sector body for British luxury for five days of insights, compelling content and networking opportunities this September, as it uncovers the new rules of marketing for the new normal and how best to reach the luxury customer, post-pandemic.

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[Post-COVID-19 consumers will continue shift to values-based, digitally-savvy brands: Forrester](#)

Although the coronavirus pandemic is far from over, it has already fundamentally changed the business and technology worlds in ways that will resonate for years to come.

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