

NEWS BRIEFS

Day's wrap: Aston Martin, China and Givenchy

September 28, 2020

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[British automaker Aston Martin undertakes first residential design project](#)

Aston Martin has partnered with an architecture and building development firm in the United States to design its first residential property as the British automaker takes its aesthetic beyond the automotive field.

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[China luxury market to grow 20-30pc this year: BCG-Tencent](#)

The Chinese luxury market is set to grow from 20 percent to 30 percent this year as it becomes the main battleground for each major luxury brand to nab a piece of the only large country relatively unscathed by the COVID-19 pandemic.

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[Givenchy, ready to be edgy, breaks first campaign under new creative director Matthew M. Williams](#)

Givenchy has launched its first advertising campaign after Matthew M. Williams took over as the French fashion house's new creative director.

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[Digitization essential for luxury brands to prevent supply chain, overstock issues](#)

With retailers and brands hoping to start the holiday shopping season early, many continue to face challenges with excess inventory after the coronavirus pandemic led to lockdowns and dramatic sales drops.

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[Special invite to join State of Luxury 2021 survey respondents get exec summary](#)

Luxury Daily, Unity Marketing and The Home Trust International invite you to take this quick survey to help us produce the exclusive fifth annual State of Luxury study from an insider's point of view as luxury undergoes a dramatic shift. Respondents will receive a detailed executive summary.

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