

NEWS BRIEFS

Day's wrap: Mercedes-Benz, Jaguar Land Rover and luxury's third wave

October 2, 2020

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

Daimler names Dimitris Psillakis to run North American Mercedes-Benz operations as auto industry rapidly evolves
German automaker Daimler has named a new leader for its U.S. and Canadian operations as the luxury auto business rapidly undergoes a green transformation worldwide.

[Please click here to read the article](#)



Jaguar Land Rover introduces Econyl to interiors as push to sustainability intensifies

Jaguar Land Rover, the largest British automaker, has upped its commitment to sustainability with the decision to use recycled plastic waste in its cars' interiors.

[Please click here to read the article](#)

The third wave: After COVID-19 and economic hardship, what is luxury's next challenge?

Even as the business of luxury shows swift signs of a rebound, luxury brands need to prepare now for the next challenge environmental, social and governance issues, also known as ESG which can no longer simply be a tick-box exercise.

[Please click here to read the article](#)

Omnichannel is still the future of consumer buying: Forrester

NEW YORK Digital engagement and values-based strategies will be vital for brands to reach the consumers of the future.

[Please click here to read the article](#)

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.

[Please click here to read the article](#)

[Please click here to read the morning newsletter](#)