

RETAIL

Day's wrap: Selfridges, VistaJet, Ferrari Racing and Bentley

October 12, 2020



Santa wears a festive mask to elbow bump with a young shopper. Image courtesy of Selfridges

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Oct. 12:

[Selfridges launches sustainability Christmas Shop to support Project Earth](#)

British department store chain Selfridges is spotlighting sustainability at this season's Christmas Shop, which was unveiled with less than 75 days until the holiday.

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[VistaJet engages Ferrari Racing fans through photography contest](#)

Private aviation firm VistaJet is touting its partnership with Italian automaker Ferrari through a new photography contest.

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[Bentley celebrates Blue Train anniversary with limited-edition writing instruments](#)

British automaker Bentley Motors is marking the anniversary of a unique race with a limited-edition pen series in collaboration with luxury writing utensil brand Graf von Faber-Castell.

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[With Amazon Prime Day, the 2020 holiday season is officially here](#)

Ecommerce giant Amazon will host its sixth annual Prime Day Oct. 13 and 14, an early start to the holiday season as luxury brands consider how to maintain their most affluent customer base during a challenging year for retail.

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