

NEWS BRIEFS

Day's Wrap: McLaren, Launchmetrics, Jet Linx and Ferrari

November 19, 2020



The Lego Technic model of the McLaren Senna GTR arrives on Jan. 1. Image credit: McLaren

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Nov. 19:

[McLaren and Lego Group release toy version of Senna GTR](#)

British automaker McLaren is teaming with the Lego Group to unveil a toy version of the McLaren Senna GTR in the latest move to appeal to younger hypercar fans.

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[Launchmetrics moves ahead in China with PARKLU acquisition](#)

Fashion cloud technology company Launchmetrics is widening its reach across Asia with the acquisition of PARKLU, a Chinese analytics platform aimed at influencers..

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[Jet Linx adds partners to flying rewards program](#)

Private aviation firm Jet Linx is making travel easier for members of its Elevated Lifestyle client benefits program by adding new partners and hotels to its network.

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[Ferrari raises \\$750k for Save the Children by auctioning new Roma](#)

Italian automaker Ferrari has raised \$750,000 for Save the Children's educational programs through the auction of a new Ferrari Roma in a bid to keep charitable events at the forefront of its agenda.

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[COVID-19 accelerates omnichannel transformation, but experiential luxury will recover: Bain](#)

The disturbance of the COVID-19 pandemic has been the catalyst for change across the luxury industry, which is on track to recover by 2023, according to research from Bain & Company and the Fondazione Altagamma.

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