

NEWS BRIEFS

Day's wrap: China, Bentley, Jet Linx, Rolls-Royce and marketing webinar

January 18, 2021



The Chinese economy has rebounded more quickly from the global pandemic. Image credit: Shutterstock

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Jan. 18:

[China's economy shows signs of recovery in 2020](#)

The COVID-19 crisis has not disrupted China's economy in the same way it has other countries, which represents welcome news for luxury brands doing business there.

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[Bentley returns to production and improves COVID-19 protocols](#)

British automaker Bentley Motors has returned to production and bolstered its COVID-19 testing program after a winter shutdown.

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[Jet Linx signs new partners and widens preferred hotel network](#)

Private aviation firm Jet Linx is boosting its membership perks at a time when interest is growing in private air travel by adding three new companies as partners and expanding its network of hotels.

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[Rolls-Royce unveils interview with violinist as part of Inspiring Greatness' series](#)

British automaker Rolls-Royce has profiled violinist Charlie Siem in the latest installment of its "Inspiring Greatness" video series.

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[Webinar: Why authenticity matters even more for luxury brands as post-pandemic consumer evolves](#)

Register now for the free webinar on Wednesday, Feb. 3 at noon to 1 p.m. EST (New York time) titled, "Authenticity in a Post-COVID World: From the Eyes of a Marketer"

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[Moschino pushes ahead in China with help from Alibaba](#)

Italian fashion brand Moschino is making substantial headway in China by leveraging its collaboration with Alibaba's Tmall Luxury Pavilion to reach discerning and tech-savvy affluent consumers.

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