

NEWS BRIEFS

Day's wrap: Super Bowl, Ferragamo, Land Rover and Cadillac

February 8, 2021



Timothee Chalamet and Winona Ryder in the "Scissors hands Free" campaign. Image credit: Cadillac

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Feb. 8:

[Most luxury brands shy away from Super Bowl](#)

Luxury brands still made their presence known on Super Bowl Sunday, even as most did not run traditional advertisements during the game held on Feb. 7.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

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

[Ferragamo taps emerging artists for collaborative capsule collections](#)

Italian fashion label Salvatore Ferragamo is marking two upcoming holidays with artistic collaborations.

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

[Land Rover sells millionth Range Rover Sport](#)

British automaker Jaguar Land Rover is celebrating a sales milestone after the Range Rover Sport has reached more than one million worldwide sales.

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

[Cadillac highlights future EV in cinematic Super Bowl spotlight](#)

U.S. automaker Cadillac has teased its electric ambitions in its Super Bowl campaign featuring the upcoming Lyriq SUV.

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

[How COVID-19 is changing the stakes for Chinese New Year](#)

For a second straight year, Chinese New Year celebrations are being impacted by the COVID-19 pandemic which can have implications for the luxury business.

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

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

© 2021 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.