

NEWS BRIEFS

Saks, Bentley, NetJets and Christie's

March 8, 2021



Saks is now valued at \$2 billion. Image credit: Saks

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for March 5:

[HBC splits Saks ecommerce, stores into separate businesses](#)

Hudson's Bay Company is spinning off the ecommerce site for U.S. department store chain Saks Fifth Avenue into its own separate entity as luxury ecommerce continues to grow.

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[Bentley appoints Volkswagen veteran in top sales and marketing role](#)

British automaker Bentley Motors has named Alain Favey as its new board member for sales and marketing, tapping into his electric vehicle experience.

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[NetJets agrees to purchase supersonic business jets](#)

Private aviation firm NetJets has reached an agreement with aircraft company Aerion to purchase supersonic business jets as it expands its fleet with an eye towards sustainability and convenience.

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[Christie's pledges to be net zero by 2030](#)

Auction house Christie's is committing to more sustainable operations and setting several benchmarks to achieve net zero carbon emissions by 2030.

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[WeChat cannot be overlooked by luxury brands in China](#)

Mobile application WeChat is still the bellwether for luxury brands looking to improve their omnichannel marketing to better reach affluent consumers in China.

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