

NEWS BRIEFS

Day's wrap: Ermenegildo Zegna, Tokyo Olympics, luxury cruises and Bentley

July 19, 2021



Zegna is going public. Image credit: Zegna

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for July 19:

[Ermenegildo Zegna Group poised to go public](#)

Italian menswear company Ermenegildo Zegna Group is planning to become a publicly-traded company on the New York Stock Exchange as it looks to raise capital for future acquisitions.

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[Lexus owner distances itself from Olympics advertising](#)

Japan's Toyota Corp., parent company of automaker Lexus, will not be airing any Olympics-related advertisements in its home country as public support for Tokyo 2020 continues declining amid rising COVID-19 infections.

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[Legal entanglements continue between cruise lines, CDC and Florida](#)

A U.S. federal appeals court has blocked an order from a lower court that would have allowed cruise ships to sail from the state of Florida without mandating rules from the Centers for Disease Control and Prevention intended to prevent future COVID-19 outbreaks during voyages.

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[Bentley names McLaren alumna head of marketing for Europe](#)

British automaker Bentley Motors has appointed a new head of marketing and communications for Europe, the marque's third highest sales region.

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[Half of US consumers find personalized digital experiences vital](#)

Amid the exponential growth of ecommerce resulting from the COVID-19 pandemic, consumers are increasingly valuing digitalization and personal customer experiences.

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