

NEWS BRIEFS

Day's wrap: Porsche, Bugatti, Este Lauder, Fendi, Neiman Marcus and Saks

November 2, 2021



Mate Rimac is the new CEO of Bugatti Rimac. Image credit: Bugatti

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Nov. 2:

[Porsche, Rimac collaboration gets in gear](#)

Volkswagen Group's Bugatti and Porsche marques have begun doing business with Croatian hypercar maker Rimac as part of a new joint company.

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[Este Lauder Cos. sales jump double-digits in Q1 2022](#)

Beauty group Este Lauder Companies is seeing its bricks-and-mortar business recover, as all regions and product categories recorded a jump in net sales during the first quarter of fiscal year 2022.

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[Fendi celebrates hand in hand' artisanship with new exhibit](#)

Italian fashion house Fendi has unveiled a new, state-of-the-art exhibition honoring "hand in hand" craftsmanship.

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[Neiman Marcus focuses on sustainable goods, services with enhanced partnerships](#)

U.S. retailer Neiman Marcus Group is expanding several partnerships as it increases its focus on sustainable goods and services.

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[Saks kicks off holiday shopping with interactive digital events](#)

Luxury ecommerce platform Saks is celebrating the holiday season with virtual experiences to engage consumers.

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[Future of influencer promotions lies with gamers: YouGov](#)

Brands have increasingly shifted their focus and marketing spending on digital influencers to promote products and messages through channels including YouTube, Instagram and Twitch.

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