

NEWS BRIEFS

## Day's wrap: LVMH, Amazon, Bentley Motors, Mercedes-Benz and Kenzo

December 12, 2022



*In celebration of the Boke Flower, Kenzo released its holiday campaign, "The Golden Boke : KENZO 2022 Festive Season". Image credit: Kenzo*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Dec. 12

[LVMH to double specially-abled employee headcount by 2025](#)

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Collecting feedback from specially-abled directors and those who have hired them, LVMH is working to widen the range of positions held by its employees who have disabilities.

[Amazon apes TikTok with new Inspire social platform](#)

Inspire is a new shopping experience that connects Amazon customers with shoppable content created by other customers, the latest influencers and a wide range of brands.

[Bentley remixes popular holiday tune using factory sounds](#)

Scissors cutting leather, machines sewing, paint being sprayed and car doors closing were strung together in notes matching the famous composition.

[Mercedes-Benz advances European EV production plans as partner steps back](#)

Mercedes-Benz is not only repositioning its products but is also future-proofing the entire value chain: from procurement to production, to logistics and sales.

[Kenzo celebrates its staple Boke Flower in new holiday campaign](#)

In celebration of the Boke Flower, LVMH luxury fashion house Kenzo, released its holiday campaign, "The Golden Boke: KENZO 2022 Festive Season".

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