

NEWS BRIEFS

Singles' Day, Yoox Net-A-Porter, data and Bloomingdale's – News briefs

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Singles' Day promotional image from Michael Kors

By STAFF REPORTS

Today in luxury marketing:

[Alibaba smashes Singles' Day record, sales hit \\$14.3B](#)

Alibaba reported a blockbuster \$14.3 billion in sales during China's Singles' Day online shopping festival on Nov. 11, further highlighting the resilience of the Chinese consumer despite a flagging economy, reports the Wall Street Journal.

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[Yoox Net-A-Porter raises savings estimate amid merger benefits](#)

Online luxury retailer Yoox Net-A-Porter raised its estimate for annual cost savings as it reported its first quarterly earnings since the merger that created the company, according to Bloomberg.

[Click here to read the entire article on Bloomberg](#)

[As luxury brands embrace data, will they use it like a butler or a stalker?](#)

The secret to the luxury dollar today is what consumers do, not what they own. This shift in luxury spending makes brands reconsider their own articulation of value and the core they built their business around, per Ad Week.

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[Bloomingdale's apologizes for ad seen as encouraging date rape](#)

Tis the season to be more careful with your holiday ads, says Fortune.

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