

COMMERCE

## Global community reacts to terrorism in Brussels

March 22, 2016



*Prayers for Brussels, image by @geesubay*

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By STAFF REPORTS

Brussels' international airport and metro station was the target of dual terrorism attacks this morning.

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The attacks on Brussels came four days after authorities captured Salah Abdeslam, the accused ringleader of the November terrorist attacks in Paris. Today's attacks have caused a resurfacing of fear in Europe as it grapples with security and a troubled economy.

### Solidarity with Brussels

The first attack occurred at Brussels Airport at 8 a.m. local time with one of the two explosions being caused by at least one suicide bomber. The second explosion was at the Maelbeek metro station within the heart of Brussels.

Reports estimate that at least 11 people were killed at the airport and another 81 were injured. The mayor of Brussels, Yvan Mayeur, said at least 20 individuals have died in the attack on the metro station.

The city is currently under lockdown with all flights canceled. Brussels has also shut

down its subway, buses and Eurostar trains. Additionally, the European Union headquarters has been locked down as a security measure.

International leaders have condemned the attacks, and citizens around the world have expressed messages of sympathy and solidarity with Belgium. Residents in Brussels are using the hashtag #IkWilHelpen or “I want to help,” to offer support to those directly impacted by the attacks.

As with the November attacks in Paris, Brussels will be impacted by aftershocks associated with the tragedy. Although it is much too soon to tell, it is likely that tourists with plans to visit Brussels will reconsider impacting the city’s hospitality and tourism sectors the most ([see story](#)).

Given that a phase of the attack occurred within an international airport, duty-free retailers and brands with a presence at the Brussels Airport will likely see a temporary drop in sales, partially due to the closure of the terminal and fears of traveling to the city.

As with the aftermath of the November attacks in Paris, luxury brands are using social media to show support and send their sympathies to the people of Belgium. Brands who have reached out include Ralph Lauren, Starwood Hotels & Resorts, Giambattista Valli, Brian Atwood and Marc Jacobs, among others.

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Ralph Lauren stands today with #Brussels and sends its deepest thoughts and prayers to the people of Belgium #PrayForBelgium

Posted by [Ralph Lauren](#) on [Tuesday, March 22, 2016](#)

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