

NEWS BRIEFS

NYFW, off-price, luxury hotels and red carpet jewelry – New briefs

September 20, 2016



Michael Kors Access smartwatch

By STAFF REPORTS

Today in luxury marketing:

[Michael Kors and Victoria Beckham lead in digital engagement ratings](#)

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

When it came to digital engagement during New York Fashion Week, Michael Kors won hands-down, reports Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[With Gilt, Hudson's Bay Company bets big on off-price](#)

The irony that off-price retailer Gilt was once valued at \$1 billion, but acquired in February 2016 by Hudson's Bay Company (HBC) for just \$250 million, is not lost on HBC chief executive Gerald (Jerry) Storch. "Would we have paid a billion dollars? Probably not," Storch says. "Keep in mind, this was a good deal for us. The business isn't what it used to be, but we didn't pay the peak price. We got it on sale," says Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

[A persnickety spy for luxury hotels](#)

On a recent Wednesday evening, Ann, a fifty-three-year-old securities lawyer who lives in Manhattan, checked into Room 310 at a swanky hotel in midtown. (Average nightly rate: four hundred and twenty-eight dollars.) She dropped her purse in the corner and headed straight for the bathroom, where she gripped the sides of the toilet and peered inside. "It checks out," she said. Back in the room, she sat down on the bed and ran her hands across the dark-gray velvet headboard, which complemented the light-gray velvet comforter. She leaned back slowly on four large, white pillows and bounced up and down a few times. "Firm, but not crazy-firm." This seemed to satisfy her. Getting up, she stood by the side of the bed, then dropped to her hands and knees. She lifted the sheets and looked under the mattress. "Is that a hair?" she asked, extracting one from the underside of the mattress. She whipped out a notepad and started scribbling, according to The New Yorker.

[Click here to read the entire article on The New Yorker](#)

The big business of red carpet bling

Actress Cate Blanchett is celebrated for her unconventional, avant-garde awards-show fashion. But at the 2015 Oscars, it was her jewelry that stole the red carpet show: She paired a long, simple black Maison Margiela gown with a Tiffany & Co. turquoise and diamond necklace. It dominated fashion headlines and soon thereafter, inspired knock-offs and Etsy reimaginings. Us Weekly promoted a \$75 Blanchett-inspired jewelry giveaway, per Fast Company.

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

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.