

MARKETING

Luxury services prep for Hurricane Matthew with alerts, closures

October 6, 2016



Image courtesy of Aventura Mall

By STAFF REPORTS

As Florida braces for what may be the most destructive hurricane in decades, retailers and travel brands are keeping consumers' safety top-of-mind.

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Hurricane Matthew is expected to hit the Florida coastline on the night of Oct. 6, with anticipated flooding rain, storm surge and powerful wind. From closing stores and rescheduling events to informing clients of any storm updates, brands are putting well-being first.

Safety first

Bloomingdale's had planned Pink Yoga events in honor of breast cancer awareness month across the nation for Oct. 8. With the impending storm, the charitable fitness classes at its Boca Raton and Miami locations have been moved to Oct. 22.

Aventura Mall in Miami has closed its doors Oct. 6, keeping consumers updated via Twitter and Facebook.

The Gardens Mall also closed on Oct. 5 at 3 p.m., and is planning to reopen once conditions are safe, no earlier than Friday, Oct. 7.

Magellan Jets put out a weather alert to its followers, including information about closures at West Palm Beach, Boca Raton and Stuart airports. The private aviation brand also let members know that other airports will likely be closing soon.

WEATHER ALERT | Hurricane Matthew <https://t.co/yjMVwderRu> #HurricaneMatthew
<pic.twitter.com/CFDdMOGEqL>

Magellan Jets (@MagellanJets) October 6, 2016

Other extreme weather patterns have seen brands finding ways to help consumers cope.

As New York braced against what could amount to the largest winter storm in its history, luxury brands and retailers

had an opportunity to make a difference.

With the potential for power outages and reduced transportation, the brands and retailers in the luxury capital of the world may see reduced foot traffic and sales. However, as consumers brave the nor'easter, and in the days following, brands have the opportunity to step in with assistance, making a memorable impression on those they help which will be remembered when the weather clears ([see story](#)).

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