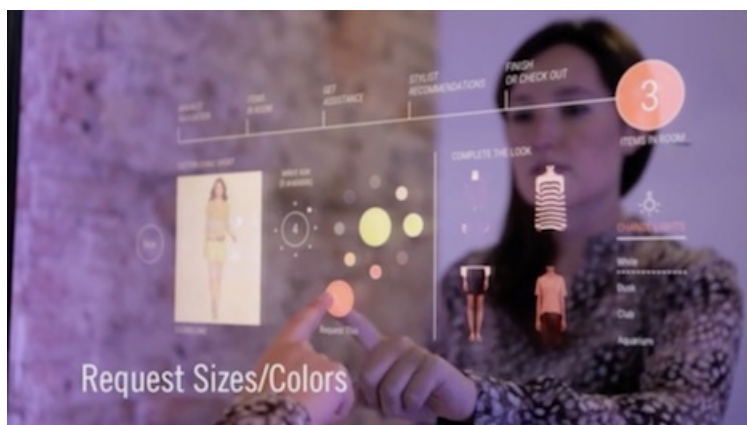


## NEWS BRIEFS

# Retirees, bricks-and-mortar, Raf Simons and Tom Ford – News briefs

October 24, 2016



*Oak Labs promotional image*

By STAFF REPORTS

Today in luxury marketing:

[Why retirees are hurting the luxury goods business](#)

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

Memories are the new Mercedes Benz. The shift to experiences rather than material things accelerated, often out of need, during the Great Recession. It follows academic research showing that people get more lasting pleasure from activities rather than possessions. But the trend continues to gain momentum every time a boomer retires and looks to the next two decades as a time to find meaning or just have plain old fun, reports Money.

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

[Can technology save the bricks-and-mortar store?](#)

The era of Amazon and ecommerce was supposed to herald extinction for brick-and-mortar establishments. But in the Bay Area, retailers are fighting back, using homegrown technologies to keep customers coming through their doors, says the San Francisco Chronicle

[Click here to read the entire article on the San Francisco Chronicle](#)

[Raf Simons moves show to New York Fashion Week: Men's](#)

Raf Simons is to show his autumn/winter 2017 Men's Collection at New York Fashion Week: Men's, per Business of Fashion.

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

[Tom Ford's "Nocturnal Animals" official trailer released](#)

The theatrical release for "Nocturnal Animals" is still a month away, but those who haven't caught an early screening of the film can still get a feel for Tom Ford's sophomore cinematic effort through a new trailer, according to WWD.

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

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.