

NEWS BRIEFS

Shanghai Tang, ecommerce, Nordstrom and emojis – News briefs

November 28, 2016



Ivanka Trump's apparel and accessories is carried by department store chain Nordstrom

By STAFF REPORTS

Today in luxury marketing:

[Chinese New Year poses a challenge for Shanghai Tang](#)

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

Shanghai Tang chief executive Raphael le Masne de Chermont said his brand's sales are destined to surge over the holiday season but Chinese New Year poses something of a problem for a fashion house that is looking to modernize its image, according to WWD.

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

[Is ecommerce really better for the environment than traditional retail?](#)

As the gift-giving season ramps up, so too does the battle between bricks-and-mortar and digital retailers for holiday dollars. But given that consumers play an increasingly crucial role in the effort to combat global warming, is ecommerce or traditional retail greener? asks Business of Fashion

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

[Nordstrom on selling Ivanka Trump products: "We strive to be agnostic"](#)

In the era of the first business mogul-as-President-elect, protest is becoming as much about the power of the purse as it is about marching down the street with a sign. And companies are being caught in the middle, especially those that count both blue and red buyers among their customers, reports Fortune.

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

[Fashion designers can't get enough of emojis and who can blame them?](#)

Everyone from Karl Lagerfeld to Comme des Garçons' Rei Kawakubo have created their own designer emojis, because even your messy group chat could use a touch of glamour, says W magazine.

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

© 2020 Napean LLC. All rights reserved.

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