

STRATEGY

Subscribe now: \$12 for 12 weeks

June 1, 2017

Luxury Daily®

Home Industry sectors Channels Opinion Resources Subscribe Search



Influencer posts are 8 times more popular than brand posts in China: L2

By DANNY FRISZ

Luxury brands experimenting with WeChat's commerce model rose from 3 percent to 10 percent from the year ago, suggesting that the sector is beginning to have better understanding of the Chinese commercial ecosystem.



Moda Operandi's app update brings boutique experience to mobile



Estée Lauder streamlines beauty shopping through AR-enhanced browsing



NEWS AND ANALYSIS

Bentley adapts to evolving behavior, but keeps luxury experience

Chandon shows off how it actively listens to Champagne drinkers

Millennials become important asset to the luxury auto market: report

Bulgari, Breguet, Swiss watch exports, Chloé, Hermès, Porsche and LVMH - Live news

Neiman Marcus, jewelers, US fashion designers and BFC Fashion Trust - News briefs

LUXURY MEMO

Forrester calls the end of advertising as we know it



Luxury Daily's homepage on May 26, 2017

By STAFF REPORTS

Never miss a luxury moment. Access the latest luxury business news and analysis, marketing and retail campaigns, features, special reports and live coverage during business hours. Check the \$12 for 12 weeks offer for 22 percent off the annual subscription price.

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

Please click here to subscribe to Luxury Daily for uninterrupted access to the publication's content including live coverage, articles, special reports, videos, images and the archive.

Luxury Daily, the world's leading luxury business publication, covers some of the most important developments in the luxury business including:

The smartest marketing campaigns from the world's leading luxury brands

How the leading luxury retailers are tackling the consumer's new favorite shopping channel of choice: ecommerce

Sector-by-sector analysis of what is working in luxury marketing, retail, media and digital

The impact of geopolitical developments on luxury demand and supply

Invaluable reporting of the latest and most reputable research to help make better decisions

Insights and analysis from leading luxury marketers on best practice

Do not miss a single story we publish. You need this intelligence to keep you up-to-speed. No one else covers luxury like we do.

Please take us up on our best introductory offer:

\$12 for 12 weeks. Please click here to subscribe for continued access to all of our content, including articles, videos and images that highlight the strategic developments in the luxury business.

Are you a student? Please click here to access the student rate.

Please apply the subscription as a business expense.

Please [click here](#) to subscribe to Luxury Daily for uninterrupted access to the publication.

© 2020 Napean LLC. All rights reserved.

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