

NEWS BRIEFS

## Gucci, Barneys, see-now, buy-now and travel agents – News briefs

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*Gucci is changing its structure. Image credit: Gucci*

By STAFF REPORTS

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Today in luxury:

### [Gucci sets up new organizational structure](#)

Gucci is putting in place a new organizational structure effective March 1 to further boost its global business, reports Women's Wear Daily.

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

### [Barneys aims to reinvent luxury marketing for younger shoppers](#)

Daniella Vitale stepped into her role as chief executive of Barneys New York in early 2017 as a slew of headlines reported falling store revenues at retailers nationwide and shifting consumption patterns, per the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)

### [Fashion firms dither over instant shopping on the catwalk](#)

Fashion labels may be falling over themselves to court young, smartphone-wielding shoppers, but there's one millennial-inspired trend that is only catching on slowly: catwalk shows where clothes are available to buy instantly rather than months later, according to Reuters.

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

### [Luxury travel agencies are still growing, but watch out for the millennials](#)

Travel agents may seem passe in the age of countless apps and Web sites, but in the luxury travel sector, traditions aren't being tossed away just yet, says CNBC.

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