

NEWS BRIEFS

## Day's wrap: John Varvatos, Christofle, Alipay, DVF and Secoo

March 20, 2018



*John Varvatos looks to omnichannel with latest partnership. Image credit: John Varvatos*

---

By STAFF REPORTS

[Register now: Women in Luxury conference New York, May 9](#)

Subscribe to **Luxury Daily**  
Plus: just released  
State of Luxury 2018 **Save \$246 ▶**

Luxury Daily's live news from March 20:

### [John Varvatos solidifies omnichannel presence with localized inventory](#)

U.S. menswear label John Varvatos is bridging the gap between offline and online through a new platform as consumers look to mobile search for local products.

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

### [Christofle repositions itself in brand image and management](#)

Chalhoub Group's French silver manufacturer Christofle looks to a new chief executive officer as it continues to strengthen the brand's strategy.

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

### [Alipay's expansion could grow US luxury with Chinese tourists](#)

Chinese mobile payment solution Alipay is looking to build up its presence in the United States with a massive expansion.

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

### [DVF helps at-risk youth in El Salvador for spring](#)

U.S. fashion label Diane von Furstenberg is undertaking a mission to help at-risk youth in El Salvador through its spring collection

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

### [Secoo targets Chinese millennials with launch of cocktail nightlife brand](#)

Chinese ecommerce platform Secoo is taking its first step into the world of luxury spirits with the launch of a new cocktail brand.

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

### [Mandarin Oriental boosts wellness strategies, catering to new travel trends](#)

Travel and hospitality group Mandarin Oriental is investing in the popularity of wellness in travel with new itineraries and unique partnerships.

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

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.