

NEWS BRIEFS

Prada, pop-up shops, Ralph Lauren and authentic luxury – News briefs

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Prada is looking to drive a conversation around sustainability. Image credit: Prada

By STAFF REPORTS

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Today in luxury:

[Prada returns to growth after missing Chinese luxury wave](#)

Prada SpA returned to growth in the first six months of the year as a turnaround push began to bear fruit after three years of sliding sales, writes Business of Fashion.

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

[Inside the pop-up economy](#)

In the dirge of news about retail failure, where once impregnable institutions like House of Fraser and Marks and Spencer are now husks of their former selves, the high street would seem to be in mortal danger. Right? Wrong, says Ross Bailey, a 26-year-old retail entrepreneur: "The problem is that most high-street stores are crap," per Financial Times.

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

[Ralph Lauren's balancing act has consumer at core](#)

Ralph Lauren Corp. is showing what can happen with earnings when the consumer is put at the forefront of a company's initiatives and strategies. A big part of its initiatives has been centered on how to grab consumers' attention through increased marketing spending that's weighted more toward the digital and social media channels, reports Women's Wear Daily.

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

[Louis Vuitton or Herms: Which is the more authentic luxury brand?](#)

Today we live in an age of authenticity. Authentic brands, authentic communications and authentic relationships with consumers is demanded. An overwhelming 86 percent of consumers say brand authenticity is important when deciding which brands to support, according to a study conducted by Stackla, says Forbes.

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

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