

MARKETING

Luxury Daily's 2018 year in review: Top headlines across sectors

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Image credit: Sephora

By STAFF REPORT'S

Throughout 2018, luxury marketers across the board have embraced new strategies to appeal to the new consumer values, including breaking down silos and embracing new technologies.

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Omnichannel is now the norm for these brands, whose consumers span multiple platforms. These brands have positioned themselves to positively enter 2019 with a leg up above the rest.

Please see below for Luxury Daily's top headlines from 2018, by sector:



Brunello Cucinelli makes its garments in Italy with Mongolian cashmere. Image credit: Brunello Cucinelli

Apparel and accessories sector's Top 10 headlines of 2018

The fashion industry is evolving to be more inclusive, sustainable and politically vocal, as forces such as geopolitical moves and consumer values push brands to adapt.

[Click here to see the sector's top headlines](#)



Farfetch has expanded to the Middle East. Image credit: Farfetch

Retail sector's Top 10 headlines of 2018

Retail continues adapting to consumers' increasingly digital behavior through innovations and investments in elevating in-store and online shopping experiences.

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Image credit: Forevermark

Watch and jewelry sector's Top 10 headlines of 2018

After years of hesitation, jewelry and watch brands embraced innovative digital selling tactics throughout 2018.

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GQ Middle East is launching its first issue. Image courtesy of Conde Nast International

Media and publishing sector's Top 10 2018 headlines

Print media has been forced to adapt to new technologies as the industry works to remain the go-to method of reaching affluent audiences in an ever-changing landscape.

As some publishers are celebrating new launches and milestones, others are putting titles up for sale. Restructuring, staff changes and a push for diversity were among the themes in the publishing industry this year.

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Portrait created by GAN. Image credit: Obvious

Arts and entertainment sector's Top 10 headlines of 2018

From artificially intelligent artists to viral pranks, the art market got a dose of disruption thanks to digital channels.

The art market is leaning into the potential of technologies such as bitcoin, using the innovation to enhance security and data collection. Elsewhere in entertainment, luxury labels found themselves in the spotlight, with releases of branded music and the premiere of a docudrama.

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"The Veuve Clicquot Tales" centers on the life of Madame Clicquot. Image credit: LVMH

Food and beverage sector's Top 10 headlines of 2018

Food and beverage brands are increasingly turning to digital channels for selling and consumer engagement.

From podcasts and augmented reality to pop-ups, brands are looking to make an impact on consumers who are gravitating towards experiences rather than things. Luxury spirits brands also leaned into pop culture and celebrity as they sought to stand out amid a competitive field.

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Affluents are looking for more authentic travel experiences. Image credit: TCS World Travel

Travel and hospitality sector's Top 10 headlines of 2018

Luxury hospitality brands are responding to consumers' desires for more exclusive, personalized experiences and sustainable practices by rethinking their approaches to service, amenities and technology.

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Fragrance and personal care sector's Top 10 headlines of 2018

Consumers' growing demands for personalization and inclusivity are changing how luxury fragrance and personal care brands approach technology and social media.

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Jaguar's I-Pace. Image credit: Jaguar

Automotive sector's Top 10 headlines of 2018

Luxury automakers are enhancing customer service and integrating more sustainable technology into vehicles as they look to appeal to drivers' changing attitudes amid economic uncertainty.

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Property listed in Rhode Island for \$18 million. Image credit: Sotheby's

Real estate sector's Top 10 headlines of 2018

Now that millennials have reached an age where home buying is becoming a reality, luxury real estate has seen significant shifts in trends and market growth.

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Ecommerce is up in home improvement. Image credit: Perigold

Home furnishings sector's Top 10 headlines of 2018

The home furnishings sector is taking its cues from consumer behavior with the launch of secondhand marketplaces, digital tools and seasonless collections.

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