

## NEWS BRIEFS

# Day's wrap: Herms, Bloomingdale's, Panerai, Google, smartwatches and JW Anderson

March 20, 2019



*JW Anderson has looked to infomercials for its latest effort. Image credit: JW Anderson*

By STAFF REPORTS

Luxury Daily's live news from March 20:

[JW Anderson hawks handbags in infomercial spoof](#)

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British fashion label JW Anderson is showing off its sense of humor through a campaign that promotes its luxury-priced handbags through a more mass-market advertising approach.

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[Smartwatches driving timepiece growth in US](#)

Sales of smartwatches were up 54 percent in 2018, contributing to a 13 percent rise in overall watch sales throughout the year, according to data from NPD Group.

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[Google hit with \\$1.7B EU fine for unfair advertising competition](#)

Technology giant Google has been fined by the European Union over its advertising policies, which were deemed to break antitrust laws.

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[Herms net profits up 15pc in 2018](#)

French luxury group Herms says increased volumes helped to propel its sales growth in 2018.

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[Panerai brings collectible timepiece to ecommerce](#)

Italian watchmaker Officine Panerai is expanding the availability of its Bronzo timepiece beyond a select few top clients with an ecommerce launch.

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[Bloomingdale's puts focus on service with revamped ready-to-wear floors](#)

Department store chain Bloomingdale's is continuing to make over its 59th Street flagship with the opening of new women's apparel floors, as it aims to bring a sense of fun back to fashion shopping.

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