

NEWS BRIEFS

Day's wrap: Four Seasons, Michael Kors, Nordstrom, Mot Hennessy, Bergdorf Goodman and McLaren

August 22, 2019



Michael Kors hosted influencers at the TWA Hotel. Image courtesy of Michael Kors

By STAFF REPORTS

Luxury Daily's live news from Aug. 22:

Four Seasons adds trip planning to app experience

Hospitality group Four Seasons Hotels and Resorts is leaning into the growth of experiential travel with a new trip planning itinerary feature available on its mobile application.

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Michael Kors enlists real-life jet-setters for travel campaign

U.S. fashion label Michael Kors is highlighting its travel-inspired fall collection with the help of global influencers to expand its reach.

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Nordstrom improves customer metrics, but Q2 sales fall

Retail group Nordstrom's sales fell 5.1 percent in the second quarter, while ecommerce sales grew 4 percent and accounted for 30 percent of its business.

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Mot Hennessy teams with Tmall to build Chinese awareness

Luxury group LVMH's spirits division is establishing a partnership with ecommerce giant Alibaba to foster the growth of its Hennessy brand in the Chinese market.

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Bergdorf Goodman seeks sneaker fans with GOAT partnership

Department store Bergdorf Goodman is teaming with GOAT to bring coveted secondhand sneakers to its clientele.

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[McLaren launches luggage collection for GT fans](#)

British automaker McLaren is bringing its sporty style to its first bespoke luggage collection.

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