

WEBINARS

## Webinar on Sept. 18: “Holidays 2019: Happy or Not?”

September 16, 2019



Department store chain *Selfridges* opens its Christmas shop – five months before Christmas Day. Image credit: Matt Writtle/*Selfridges* © Matt Writtle 2019

By STAFF REPORTS

Please [click here](#) to register for the free webinar at noon to 1 p.m. ET (New York time) on Wednesday, Sept. 18, “Holidays 2019: Happy or Not?”

The upcoming holiday season is set to be a litmus test for consumer cheer: Will spending match last year’s levels or exceed expectations?

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While luxury brands have an easier time stepping back from the temptation, department store chains and online retailers may unleash discounts and promotions – an old habit that is hard to kick.

In this hour-long free webinar at noon to 1 p.m. ET (New York time) on Wednesday, Sept. 18, experts will discuss:

- What is the consumer sentiment as we head into the holidays?
- Shift to ecommerce and mobile shopping and buying from bricks-and-mortar: How profound this year?
- What types of marketing and retail efforts should resonate this holiday season?
- Discount or not – and how to protect brand equity and yet grow sales?
- Best-practice tips for luxury brands and retailers to maintain and increase holiday market share

Panelists:

Sveta Doucet, president, [Wednesday Agency](#)

Jen Acosta, marketplace channel analyst - Amazon, [Tinuiti](#)

Cara David, managing partner, [YouGov](#)

Moderator: Mickey Alam Khan, editor in chief, *Luxury Daily*

*Webinar attendees can request a copy of the presentation deck*

This Luxury Roundtable webinar is part of *Luxury Daily's* mission to inform, educate and inspire its valued subscribers. Thank you so much for your willingness to spend a precious hour with us.

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