

NEWS BRIEFS

Barneys, Gucci, It bags and travel agencies – News briefs

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Iconic black shopping bag from Barneys. Image credit: Barneys New York

By STAFF REPORTS

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Today in luxury:

[Barneys searches for the magic number](#)

Barneys New York is working its way through bankruptcy, and chief executive officer Daniella Vitale is racing to find a buyer, but the key question in both cases is: How much is Barneys worth? says Women's Wear Daily.

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[As Gucci tripped on social media, sales fell](#)

Gucci boosted its brand and sales by using social media to flaunt its connections with hip-hop artists and promote its theatrical fashion shows, but that momentum reversed in February, after the release of a sweater that critics likened to blackface, according to the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)

[Instagram killed the It bag](#)

In 2008, Anya Hindmarch made headlines when she predicted the demise of the It bag. A decade later, there is plenty of evidence that she was right, per Vogue Business.

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[Luxury travel agencies claim bragging rights in VIP business travel](#)

While leisure and corporate travel planning require very different mindsets, some travel agencies say their expertise in luxury leisure travel makes them better-equipped to handle business trips for C-suite executives than most travel

management companies, reports Skift.

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