

NEWS BRIEFS

Tiffany, Moda Operandi, luxury real estate and China – News briefs

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Tiffany has a new chief brand officer. Image credit: Tiffany & Co.

By STAFF REPORTS

[Daniella Vitale named Tiffany's chief brand officer](#)

Daniella Vitale is making her way a little farther downtown with a new gig as chief brand officer of Tiffany & Co., WWD has learned.

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[What Moda Operandi's customers pre-ordered for spring](#)

Wealthy London shoppers spent an average of \$4,400 at Moda Operandi's trunk show previews of the Spring/Summer 2020 collections, according to data the e-tailer provided to Vogue Business from its new Runway Report. That is nearly double the average basket value of a shopper in New York, the top spending city in the US that was number one worldwide last year, according to Vogue Business.

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[For luxury home buyers, guest suites hit a sweet spot](#)

When Super Bowl LIV (54) kicks off in Miami next year, Warren and Silvia Schencker will host VIII (8) out-of-town guests for the big game. Finding hotel rooms for them won't be a problem: The Schenckers reserved three guest suites at Riva Residences, their Fort Lauderdale, Fla., condo building, for a mere \$75 each per night, says the Wall Street Journal.

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

[Luxury brands strive to improve messaging for Chinese market](#)

Luxury travel is a sector that defies borders. The trends shaping and changing travel at the luxury level seem to transcend cultures. Instead, they follow the habits of high-net-worth individuals who can opt to see the world in a way that's possible only to the 1 percent, reports Skift.

[Click here to read the entire article on Skift](#)

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