

NEWS BRIEFS

Day's wrap: NRF/Super Saturday, Deloitte/resale gifting, Kering and The Marc Jacobs

December 18, 2019



The Marc Jacobs offers an eclectic line of fashion apparel and accessories. Image courtesy of Marc Jacobs International

By STAFF REPORTS

Luxury Daily's live news from Dec. 18:

[Last Saturday before Christmas to attract 148M US shoppers](#)

Super Tuesday will continue to be the biggest shopping day of the year with an estimated 147.8 million U.S. consumers expected to participate, up from 134.3 million last year.

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[27pc of holiday shoppers plan to gift resale items this season: Deloitte](#)

The shoppers' main reason to gift resale items was to save money, as cited by 50 percent of respondents to the Deloitte survey, while a quarter are looking to afford a luxury or premium brand (24 percent) and 13 percent see this as an opportunity to be more sustainability focused.

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[Kering, in transparency move, goes for 100pc traceable organic cotton](#)

The Paris-based owner of such brands as Gucci, Brioni and Bottega Veneta will be the first company in the fashion and luxury businesses to offer such transparency with cotton sourcing.

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[The Marc Jacobs enters French market with its first store](#)

The store in Paris' Le Marais neighborhood at 30 rue des Archives will offer The Marc Jacobs line of items across all categories.

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[Major brands share outlook for 2020 - join us at Luxury FirstLook Jan. 15](#)

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