

NEWS BRIEFS

NRF/Super Saturday, Deloitte/resale gifting, Kering and The Marc Jacobs – Live news

December 19, 2019



Tracing the source of organic cotton to the farm and through its journey across the supply chain will enhance Kering's sustainability credentials with end-consumers. Image credit: Kering

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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FirstLook 2020 conference in New York Jan. 15. Speakers include senior execs from Kering, David Yurman, Pernod-Ricard, Boston Consulting Group, UBS, LVMH's Starboard, Meredith Luxury, Blade, Mitchells Stores, Crown & Caliber, McCann Truth Central, Dentsu Luxe, Publicis Sapient, Adweek, Shullman Research Center, Digital Luxury Group, Klarna, Shanker Inc. and Resonance.

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