

NEWS BRIEFS

Day's wrap: Louis Vuitton, Luxury Outlook 2020, Flexjet and Super Saturday

December 20, 2019



How Louis Vuitton zips it up with attention to detail: Still from new "What is Savoir-Faire: The Art of Craftsman" video series. Image credit: Louis Vuitton

By STAFF REPORTS

Luxury Daily's live news from Dec. 20:

[Louis Vuitton asks "What is Savoir-Faire" in first episode of new Art of Craftsmanship series](#)

Louis Vuitton, the crown jewel in the LVMH empire known for its leather goods, bags and accessories, has introduced a new series on craftsmanship that emphasizes its three key pillars: quality, creativity and innovation.

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[Luxury Outlook 2020 - Luxury Memo special report](#)

Heading into 2020, luxury marketers need to balance democratization with brand protection to capture the up-and-coming consumer without tarnishing their prestige image.

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[9 trends for Super Saturday, Dec. 21, US' biggest shopping day of the year](#)

A surprise finding of a new ICSC survey: More than half of adults plan to visit a mall or shopping center on Super Saturday, including 67 percent of millennials. That is significantly more than older demographics.

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[Private jet travel soars this holiday season: Flexjet](#)

Private jet travel Dec. 20-21 in the United States is expected to cross that of Thanksgiving weekend, which is typically the busiest travel period of the year.

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