

NEWS BRIEFS

Prada, LVMH, Bicester Village, unsold inventory and Fashionphile – News briefs

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Prada's resort 2020 campaign brings together fiction and reality. Image credit: Prada

By STAFF REPORTS

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Today in luxury:

[Prada's new fans could be fashion victims](#)

Prada is a surprise hit with investors this season. Only a takeover offer would justify their bullish expectations, which the brand is still a long way from meeting on its own, per the Wall Street Journal.

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

[LVMH names head of newly created hospitality division](#)

LVMH Mot Hennessy Louis Vuitton is stepping up its push into experiential luxury by naming Andrea Guerra as chief executive officer of its newly created LVMH Hospitality Excellence division, it said on Friday, reports Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[Luxury outlet visited by millions of Chinese tourists faces coronavirus impact](#)

Every year millions of Chinese consumers fly into London and board a 45-minute train to the small Oxfordshire town of Bicester in search of a luxury bargain, per MarketWatch.

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[Luxury groups ponder ways to get rid of their unsold inventory](#)

Every frock sold by the likes of Gucci or Givenchy is billed as a must-have that season. But, it turns out, some are more must-have than others. For all the hype they generate, even leading fashion brands struggle to shift much more

than half their wares at full price. Whom to sell to once fickle fashionistas have moved on to the next trend? The luxury world is desperately searching for new ways to find a worthy closet for this unwanted inventory, says The Economist.

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

[Fashionphile is turning luxury authentication into a science](#)

The common party line in the luxury resale market is that authentication is more of an art than a science, something one can only learn through a mixture of experience and intuition. Fashionphile rejects that idea, according to Fashionista.

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