

NEWS BRIEFS

## Day's wrap: Wheels Up, Polimoda, Saks Fifth Avenue Foundation and Coldwell Banker Luxury

February 19, 2020



*Saks Fifth Avenue Foundation has taken over Saks' windows on Fifth Avenue in New York to promote awareness of mental health and also offer access to a text help line. Image courtesy of Saks Fifth Avenue Foundation*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Wheels Up names Delta Air Lines veteran Gail Grimmert as chief experience officer](#)

Wheels Up has named Gail Grimmert as the private jet operator's chief experience officer, a new position created that underscores the importance of experience in customer acquisition and retention.

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[Italian design school Polimoda rolls out free coaching program for emerging fashion talent](#)

The open program is targeted to emerging fashion designers who have reached a turning point in their careers.

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[Saks Fifth Avenue gives over windows in New York to mental health awareness effort](#)

Saks partnered with Fountain House and Crisis Text Line as part of its mission to address mental health issues in local communities by raising awareness, improving access to care and promoting tools and skills for those who need it the most.

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[Lifestyle beating location as key motivator for wealthy home-buyers](#)

While metropolises such as New York, Los Angeles and San Francisco will always attract luxury real estate buyers, the gravitational pull of the big city is fading and secondary smaller markets are catching the eye of affluent buyers.

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[Best speaker lineup ever for Women in Luxury conference New York April 15](#)

Register now for Luxury Daily's fourth annual Women in Luxury conference Wednesday, April 15 in New York. Meet with speakers from BMW, Chanel, Piaget, Apple, La Perla, Mot Hennessy, Ritz-Carlton, Mandarin Oriental, Maison Atia, Diamond Producers Association, Forrester Research, Ana Andjelic, Shanker Inc., Accenture, Modern Luxury, Worth, Meredith's Travel + Leisure, China Luxury Advisors, Sedhom Law Group, Reputation Dynamics, Luxury Portfolio International and LVMH's Starboard Cruise Services.

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[Morning's lead story: Saks Fifth Avenue shines spotlight on Rashida Jones' "uncommonness" in spring campaign](#)

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