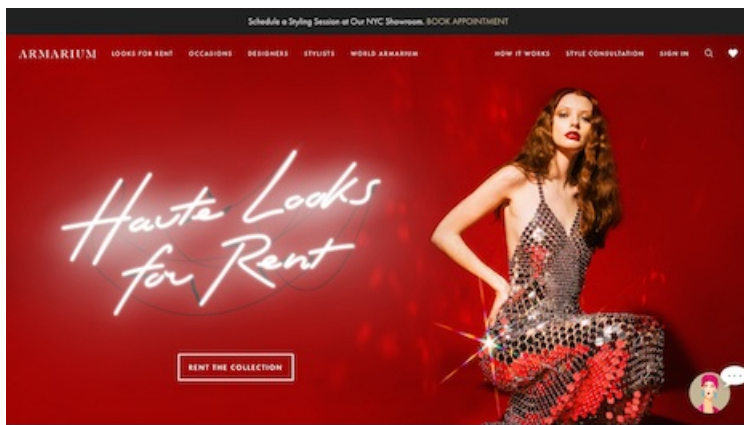


NEWS BRIEFS

## Day's wrap: Alphabet/Facebook ad duopoly, Kering, Armarium and Women in Luxury 2020

March 3, 2020



*Armarium set out to offer luxury fashion at affordable price points to consumers who preferred to rent the looks, rather than buy. Image credit: Armarium*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Google parent Alphabet, Facebook duopoly to overtake TV spend for first time](#)

Online advertising will account for more than half of a projected \$660 billion in global ad spend for 2020, with Google parent Alphabet and Facebook combined taking 35 cents on the dollar.

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[Gucci owner Kering salutes World Wildlife Day in sustainability mission](#)

French luxury conglomerate Kering has made a name for itself by touting its eco credentials. So it took to social media to remind everyone that March 3 is World Wildlife Day.

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[Armarium, challenger to Rent the Runway in fashion rentals, falls victim to unforgiving retail market](#)

Cofounder/CEO Trisha Gregory penned an open letter to the Armarium audience, acknowledging progress and challenges in a fashion market where behavior is ingrained and competition intense.

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[Register now: 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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