

NEWS BRIEFS

## First Insight, Kering, LVMH and Frost & Sullivan

March 9, 2020



*Women are not asking for exclusivity - they want inclusivity. Image courtesy of Frost & Sullivan*

By MICKEY ALAM KHAN

Luxury Daily's live news:

[First Insight's Greg Petro on whether the coronavirus will alter consumer behavior](#)

Work from home, avoid public places, do not shop in stores, cancel flights and hotel stays, take extra hygiene precautions: these are actions, activities or instructions that threaten to alter consumer behavior over the coronavirus outbreak globally.

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[Kering sponsors French animated series tribute to courage women](#)

French luxury conglomerate Kering will support the launch of a new animated series adaptation of "Culottes" ("Brazen") as part of its commitment to women in creative fields.

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[LVMH, saluting women, debuts first in-house radio program and podcast support](#)

The program will discuss efforts undertaken and currently ongoing to promote gender equality throughout LVMH and its 75 brands.

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[Worldwide female income to reach \\$24 trillion this year, impacting product design and marketing](#)

The female economy is set to outpace the economy of some of the biggest nations in the next five years.

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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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**Millennial art collectors spend six times more than boomers in positive trend for business**

Millennial art buyers are the most active demographic buying art, averaging \$3 million over two years and more than six times that of boomers.

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