

NEWS BRIEFS

Day's wrap: Fairmont, coronavirus and search ads, Marc Jacobs Beauty and Frette

March 11, 2020



The Frette x Shifman

Benessere Pillow Top Collection Split Queen Mattress and Box Spring Set, exclusive to Bloomingdale's, price \$17,160. Image credit: Bloomingdale's

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Fairmont, eyeing hospitality potential, enters Ireland with Carton House takeover](#)

The hotel is undergoing a multi-million-dollar renovation to align it with Fairmont standards in time for a late-year relaunch as the Fairmont Carton House.

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[Coronavirus is a headwind for search advertising, but the outlook remains promising](#)

Unease over the virus has the potential to impact purchasing behavior to varying degrees.

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[Marc Jacobs Beauty targets aspirational luxury shoppers with payment installment plan](#)

U.S. fashion label Marc Jacobs has introduced an installment payment service for its beauty products as a sweetener for aspirational luxury consumers.

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[Italy's Frette enters new product category with first mattress collection](#)

Extending into a new but adjacent product category, Italian linen brand Frette is launching its first collection of handcrafted mattresses in collaboration with U.S. manufacturer Shifman Mattress Company.

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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

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[After coronavirus, what is next for travel and tourism?](#)

Clearly, the next six months will be unlike anything we have seen since 9/11 or the financial crisis of 2008-09.

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