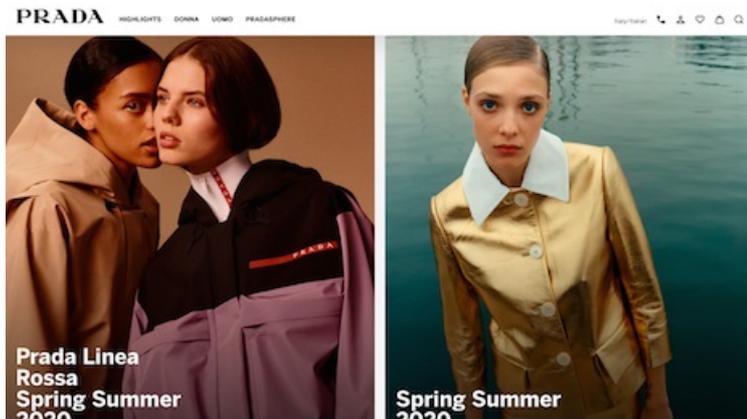


RETAIL

## Italian lockdown on production, warehouses hobbles ecommerce

March 25, 2020



*Prada, proudly Italian, has taken a major hit with the national lockdown in Italy and the impact of similar measures in key markets such as China, United Kingdom, France and the United States. It shares the same predicament with other Italian brands. Image credit: Prada*

By LUXURY DAILY NEWS SERVICE

If a national lockdown and a COVID-19 death toll surpassing China were not enough, luxury brands in Italy downed tools starting March 25 as part of a government order to protect the citizenry's health.

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The government order also extends to distribution centers in Italy, thus choking off the movement of products to fulfill online and mobile orders. Some Italian brands have posted warnings on their site about delays in fulfilling orders.

"Dear customer, starting March 25<sup>th</sup>, we will be temporarily closing our Italian warehouses in line with new measures introduced by the Italian government," said a [statement on Kering-owned Bottega Veneta's Web site](#).

"You may continue placing your orders and we will deliver them to you as soon as our warehouses open," the statement continued.

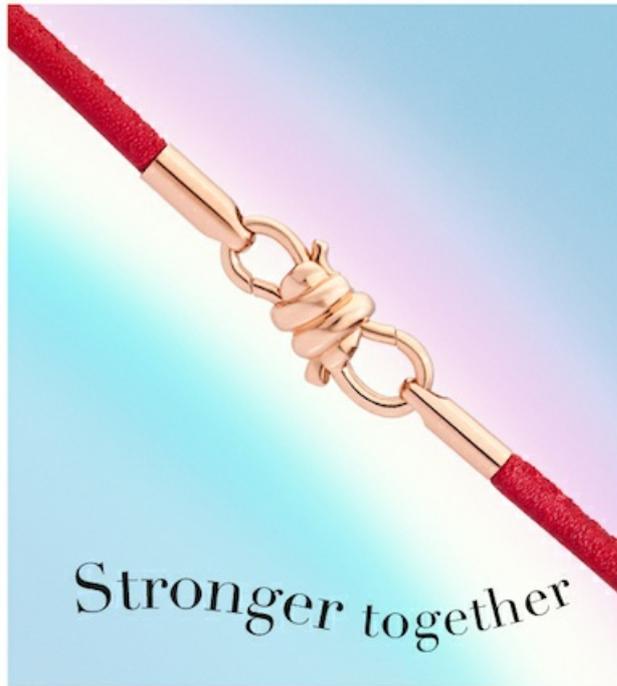
Another Kering-owned jewelry brand, [DoDo](#), sent out an email to its customers and prospects. It read:

"Dear Customer,

"We inform you that, in accordance with the new measures adopted by the Italian government, our warehouses will be closed from March 25<sup>th</sup>. You may continue placing your orders: your card will be charged 6 days after the purchase and, unless there are updates to the government guidelines, shipping will occur after April 3<sup>rd</sup>, unless government guidelines are updated.

Thank you for your understanding."

**DoDo**  
CHARMING JEWELRY SINCE 1994



*DoDo informed its customers that online orders will only be fulfilled after April 3 when the lockdown on Italian warehouses will be lifted, although that situation might change depending on the progress made with the COVID-19 outbreak. Image credit: DoDo*

#### Off site

Simply put, the latest restriction will paralyze ecommerce of non-essential items in Italy, a country already devastated with the temporary shutdown of retail, manufacturing and tourism.

The lockdown has affected the global supply chain, particularly the export of Italian materials and finished products.

The closing of Italy's warehouses will also hit uninterrupted supply of merchandise for orders placed from Italian luxury brands' global Web sites.

Among the badly hit are Italian household names such as Prada, Fendi, Bulgari, Salvatore Ferragamo, Ermenegildo Zegna, Brioni, Emilio Pucci, Gucci, Bottega Veneta, Missoni, Giorgio Armani, as well as British and French luxury brands with retail stores in the country.

ITALY HAS the highest incidence of COVID-19 coronavirus cases, with almost 75,000 people diagnosed and more than 7,500 dead.

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