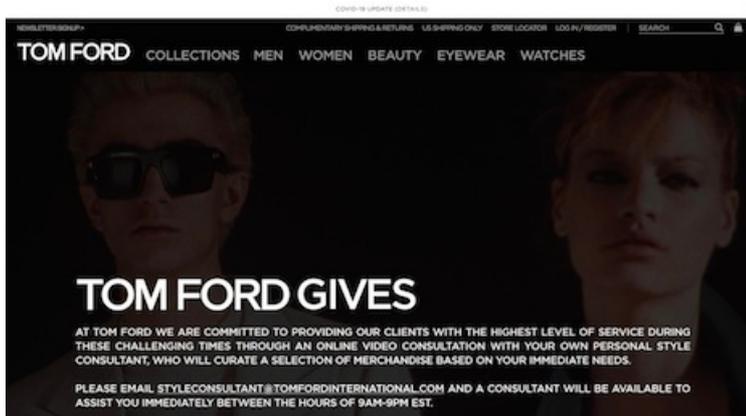


NEWS BRIEFS

Consumer behavior, Cunard, Seabourn, Tom Ford and La Perla

April 1, 2020



Tom Ford Gives is a unique twist on digital clienteling. Image credit: Tom Ford

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[COVID-19 will force brands to let consumers experience products and services outside the store](#)

The long-term effect of the COVID-19 coronavirus pandemic on consumer purchasing behavior will manifest itself clearly through mobile devices and at-distance shopping.



[Please click here to read the article](#)

[Cunard, Seabourn extend voyage moratorium through mid-May as COVID-19 lockdowns continue](#)

Cunard and Seabourn, both owned by Carnival Corporation and plc, have extended the suspension of voyages for another 30 days as countries across the global have not lifted embargoes on ships entering their harbors over fears of importing more COVID-19 coronavirus cases.

[Please click here to read the article](#)

[How Tom Ford innovates with consultations as stores remain shut](#)

How is U.S. fashion label Tom Ford innovating with its affluent clients and prospects as its stores are shut due to the COVID-19 coronavirus outbreak worldwide?

[Please click here to read the article](#)

[La Perla donates 10,000 masks to Bologna as hometown grapples with COVID-19](#)

Italian lingerie maker La Perla Group has chipped in to help its hometown with masks donated to the Municipality of Bologna.

[Please click here to read the article](#)

[Fashion sites show slow signs of life after March drop-off](#)

Consumers are cautiously beginning to shop for fashion and accessories online again after coronavirus shutdowns sent sales tumbling during the first few weeks of March.

[Please click here to read the article](#)

[Please click here to read the morning newsletter](#)

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.