

NEWS BRIEFS

IAB, Tiffany, Euromonitor and 7 ways to reinvent luxury model

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Hemes, like its peers Louis Vuitton, Gucci and Chanel, has not fallen into the transaction luxury business model trap. Seen: Hemes looks from the fall-winter 2020 collection. Image credit: Hemes

By LUXURY DAILY NEWS SERVICE

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Channels with greater flexibility and agility in creating, editing and optimizing creative will experience less of an impact, per a new IAB study of advertising buyers' intentions.

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Tiffany & Co. has debuted a new Instagram Live series with an upbeat tone as the U.S. jeweler seeks to keep ties warm with its audience under COVID-19 lockdowns worldwide.

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[Podcast: Euromonitor's Fflur Roberts on long-term lull seen in global luxury over COVID-19](#)

Many consumers, particularly the aspirational, may not be able to justify buying personal luxury goods such as leather goods, fashion, watches and jewelry as some see no reason to use them in the foreseeable future.

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[How to win back loyalty of rattled employees?](#)

Retailers, manufacturers and brands across luxury sectors have had to lay off or furlough employees in response to the loss of income from the COVID-19 healthcare crisis and resultant government-imposed lockdowns.

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