

NEWS BRIEFS

Day's wrap: IAB, Tiffany, Euromonitor and 7 ways to reinvent luxury model

April 30, 2020



Tiffany T Time is the jeweler's weekly Instagram Live series with guests injecting a tone of optimism as consumers suffer COVID-19 lockdowns worldwide. Image courtesy of Tiffany & Co.

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

Premium publishers experiencing slight rebound in ad spend projections

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.

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

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

Tiffany introduces "T Time" Instagram Live series for positivity during lockdown

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.

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

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.

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

7 rules for reinventing your luxury business model post-pandemic

Even though we now live in a digital world, most luxury goods and services brands operate like Industrial Age pipelines with rigid linear processes and high fixed costs.

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

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.

[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.