

NEWS BRIEFS

## Stuart Weitzman, Marriott, Nordstrom and Kering

May 6, 2020



*New global spokeswoman and tennis star Serena Williams features in footwear maker Stuart Weitzman's latest campaign. Image courtesy of Stuart Weitzman, photo by Ethan James Green*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[New Stuart Weitzman spokeswoman Serena Williams stars in campaign of hope](#)

U.S. footwear brand Stuart Weitzman has officially named tennis star Serena Williams as its new global spokeswoman, cementing a relationship that started at the beginning of the year.

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[Lockdown-impacted Marriott International amends cobranded credit card deals to raise \\$920M](#)

The Bethesda, MD-based firm will use the additional liquidity to firm up its balance sheet as the group's hotels are shuttered in most markets worldwide, including North America and Europe.

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[How US department store giant Nordstrom is thinking about reopening](#)

As retailers and brands take ginger steps toward reopening factories and stores worldwide, messaging becomes key to reassure customers, prospects and employees that they are taking proper precautions to ensure their safety.

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[Kering issues bond for \\$1.3B to firm up finances as COVID-19 takes toll](#)

Gucci owner Kering has issued a dual-tranche bond for \$1.3 billion to shore up its liquidity position as the French conglomerate's global operations face stalled operations bar ecommerce.

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[10pc increase in online penetration could cause 5pc drop in store profitability: McKinsey](#)

When retail returns after the COVID-19 pandemic shutdowns, retailers should be prepared to completely transform the way they imagine a store.

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### [Webinar on May 13: China Luxury Rebound: Lessons for Other Markets](#)

China is key to luxury's return to growth after the COVID-19 lockdowns evaporated sales worldwide. What lessons can luxury marketers learn from China's response to the pandemic? Is there a new playbook for luxury and what are its rules? To find out, please register for Luxury Daily's free webinar with Agility Research & Strategy on Wednesday, May 13 at 11 a.m. to noon ET (New York time).

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