

NEWS BRIEFS

China's Luxury Soho, Jaguar Land Rover, Net-A-Porter and Saks Fifth Avenue

May 7, 2020



Range Rover SV Autobiography is at the top end of Jaguar Land Rover's vehicle offerings. Image courtesy of Jaguar Land Rover

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Tmall's head of fashion in Europe on new Luxury Soho channel](#)

Alibaba Group has piloted Luxury Soho, a new platform aimed at young, value-conscious luxury shoppers.

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[\\$147,000 Range Rover bought through Jaguar Land Rover UK online configurator](#)

Jaguar Land Rover UK has found its digital sales services may be the remote-retail model of the future for car purchases, especially with the response to its online configurator capability.

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[Net-A-Porter resumes full acceptance of online orders after instituting safety measures](#)

Online retailer Net-A-Porter is open for business as usual after a hiatus from speedy fulfillment of orders as the COVID-19 coronavirus lockdowns hindered operations.

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[Saks turns stores to fulfillment centers for Mother's Day orders and returns](#)

U.S. department store chain Saks Fifth Avenue has debuted a Mother's Day initiative that is part of its larger reimagined shopping experience, using the retail doors as fulfillment centers for white-glove delivery service.

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[Fashion industry will likely be different post-pandemic](#)

The COVID-19 pandemic has hit the global fashion industry hard and is transforming how apparel and accessories are being purchased across the board.

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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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