

NEWS BRIEFS

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

May 6, 2020



*Saks Fifth Avenue flagship store in New York across from Rockefeller Center. Image courtesy of Saks Fifth Avenue*

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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