

NEWS BRIEFS

Day's wrap: ANA, in-store concerns, Mytheresa, Leonard A. Lauder and May 13 China webinar

May 11, 2020



The Loewe Paulas 2020 collection on Mytheresa.com. Image credit: Mytheresa

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[US advertiser lobby ANA drafts new media buyer's guide for picking data providers](#)

Media buyers should follow five key criteria when venturing into the complex and opaque ecosystem of third-party data that is designed to help them target their programmatic digital media buys.

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[Women, boomers feel less safe in store dressing rooms, testing beauty products and working with sales staff: study](#)
As retail stores reopen in the United States exiting COVID-19 lockdowns, shoppers claim they are ready to buy apparel but do not feel safe trying the garments on over health concerns.

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[German online retailer Mytheresa raises \\$378K for Red Cross COVID-19 efforts](#)

The Munich-based company collected the COVID-19 relief funds by donating 10 percent from the proceeds of each item, be it apparel or accessories, sold on its site to European customers.

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[Beauty marketer Leonard A. Lauder to spill it all in upcoming autobiography](#)

In *The Company I Keep: My Life in Beauty*, Mr. Lauder outlines the role he played in transforming the mom-and-pop business that his mother founded in 1946 in the family kitchen into a company with multiple brands including Estée Lauder, La Mer, Bobbie Brown, Clinique and Origins, among others.

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[How brands and retailers should handle returns after the pandemic](#)

Shopping behavior has transformed because of the coronavirus pandemic, making ecommerce the go-to way to shop for apparel, accessories and just about any other non-essential item.

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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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