

NEWS BRIEFS

ANA, in-store concerns, Mytheresa, Leonard A. Lauder and May 13 China webinar

May 12, 2020



Leonard A. Lauder is chairman emeritus and former CEO of the Estée Lauder Companies

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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