

NEWS BRIEFS

The Breakers, Herms, Burberry, 4 luxury trends and noms for Luxury Women to Watch 2021

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The Breakers in Palm Beach, Florida, reopened doors May 22, even as states such as New York and California continue to impose lockdowns on their businesses amid the COVID-19 coronavirus outbreak. Image credit: The Breakers

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

How The Breakers, Florida's grande dame of resorts, is installing safety measures as it reopens

While Ritz-Carlton owner Marriott International and Four Seasons Hotels and Resorts have put in place elaborate measures across their properties to handle customers and employees in the COVID-19 era, what are standalone hospitality brands doing?

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4 trends in luxury accelerated by the pandemic

Italy is home to the largest number of luxury brands in the world, while China is the industry's biggest consumer making up a third of global spend on luxury goods in 2018. Together, these two countries were among the first to enter lockdown earlier this year

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Herms film on missing Mosaque au 24 bag ignites spark of new romance

French fashion and leather goods giant Herms has launched a short film promoting its Mosaque au 24 bag in a continuation of a series focused on its handbags.

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UK's Burberry sees 57pc slump in annual profit as pivot to leather goods and accessories is on

British fashion brand Burberry caught the after-effects of the COVID-19 lockdowns at the tail end of its fiscal year 2020, reporting a 3 percent drop in revenue to \$3.21 billion.

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[Call for nominations: Luxury Women to Watch 2021](#)

Even as more women ascend the decision-making ranks at luxury marketers amid the current healthcare crisis, work needs to be done to attract them to C-suite and key marketing, retail, media and digital positions in a business that shows resilience and long-term focus in good times and bad.

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[Luxury brands will need to redesign physical stores for new world order](#)

Luxury brands should be using the current shutdown time frame to be thinking about how they can redesign their physical spaces to make them more hygienic and safe to both consumers and employees.

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