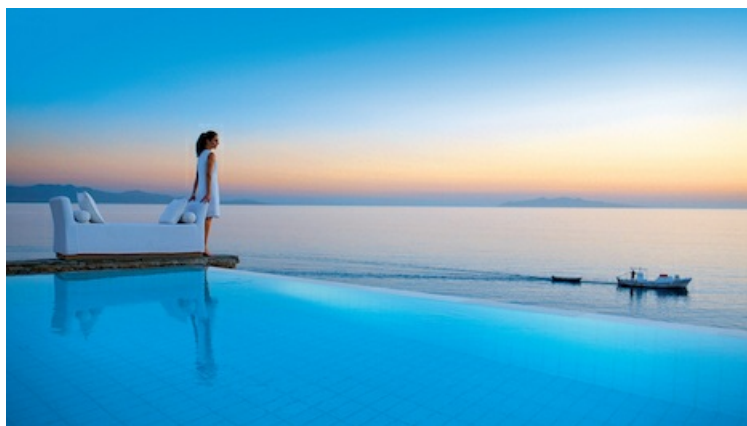


## NEWS BRIEFS

# Day's wrap: Ralph Lauren, Informa, NuOrder, Jaguar, Sky Documentaries, Small Luxury Hotels, IWC Schaffhausen and Facebook Messenger

May 27, 2020



*Petasos Beach Resort in Mykonos, Greece. Image courtesy of Small Luxury Hotels of the World*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Ralph Lauren expects mainland China growth back to positive in Q2](#)

Ralph Lauren Corp., owner of an umbrella of Ralph Lauren brands and the casualwear brand Club Monaco, reported double-digit revenue decline due to the COVID-19 pandemic and Hong Kong protests.

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[Informa allies with NuOrder to launch fashion's largest digital tradeshow](#)

Informa Markets Fashion and wholesale ecommerce platform NuOrder have joined forces to debut what they claim is the fashion industry's largest digital tradeshow.

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[UK's Jaguar sponsors Sky Documentaries with film shorts on car design, development](#)

The commercials form part of Jaguar's marketing outreach to the United Kingdom after a bruising COVID-19 lockdown that has impacted business.

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[Small Luxury Hotels of the World breaks campaign to offer 1,000 room nights to COVID-19 frontline workers](#)

The campaign honors those individuals who have gone the extra mile to help others during the healthcare crisis.

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[Swiss watchmaker IWC Schaffhausen taps Facebook Messenger chatbot for customer communications](#)

IWC Schaffhausen and social network Facebook have joined hands to introduce a chatbot for the launch of the Swiss watch brand's latest Portugieser collection.

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[Risk of fraud grows with "buy online, pick-up in-store" trend](#)

Two-thirds of shoppers in the United States have used BOPUS, 90 percent of U.S. retailers will offer it as an option by next year and it is expected to represent 10 percent of all sales by 2025.

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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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