

NEWS BRIEFS

## Day's wrap: Boucheron, Dior, Saks Fifth Avenue, NuOrder, Farfetch, Valentino and Amazon

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[French jeweler Boucheron, with "For Better and For Worse," launches podcast series on unexpected and thrilling weddings](#)

The first episode from the Kering-owned Boucheron focuses on U.S. heiress Anna Gould and French aristocrat Count Boni de Castellane. The episode is aptly titled, "For Money's Sake."

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[Dior honors third batch of visual artists and photographers for young talents award](#)

The 2020 Jury for the Dior Photography and Visual Arts Award for Young Talents deliberated at a distance to name 14 talents honored in its third edition.

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[Saks Fifth Avenue taps NuOrder platform to redo buying and merchandising](#)

Saks Fifth Avenue has partnered with wholesale ecommerce platform NuOrder to streamline the U.S. department store chain's buying process and merchandising approach.

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[Pre-owned fashion items loom large in US, UK and China wardrobes](#)

A new survey from online retailer Farfetch on the environmental benefits of buying pre-owned fashion found that 38 percent of respondents said more than half of their wardrobe was made up of pre-owned items.

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[Valentino, Amazon legally take on New York footwear counterfeiter in a first for both](#)

Valentino filed a joint lawsuit with online retailer Amazon against a New York-based company for allegedly counterfeiting the Italian fashion label's Valentino Garavani Rockstud shoes.

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[The case against personalized marketing: Forrester](#)

Marketers should take a note from parenting when trying to find the best combination of data and humanity in their marketing campaigns and remember one thing: You cannot hack your baby.

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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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