

NEWS BRIEFS

## Day's wrap: Sotheby's, China, Vestiaire Collection, Deloitte and Burberry

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Sotheby's doubles-down on mobile with AR functionality, digital gallery experience for app](#)

Adapting to COVID-19 restrictions limiting physical gatherings, British auction house Sotheby's has boosted its app's capability with augmented reality and other digital features that reimagine its June 29 live auction event.

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[Luxury brands' secret weapon in China? Social listening](#)

For many brands, social listening has become a secret weapon for winning local markets in China.

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[Resale platform Vestiaire Collective celebrates Pride with charity campaign featuring own LGBTQIA+ community](#)

In the absence of live parades this year, French resale platform Vestiaire Collective is celebrating Pride this year with a charity campaign featuring the company's own LGBTQIA+ community.

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[Deloitte identifies 7 trends affecting retail, CPG in pandemic environment and beyond](#)

Deloitte Consulting has identified seven trends affecting the retail and consumer products industries amid the COVID-19 pandemic and beyond that may affect aspirational luxury spending.

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[UK's Burberry to return to physical fashion show for spring/summer 2021 collection](#)

British fashion label Burberry will present its spring/summer 2021 collection in a live physical setting as marketers struggle to return to a normal catwalk schedule with the ongoing COVID-19 coronavirus threat.

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[Amazon/Valentino counterfeiting suit: What is Amazon really up to?](#)

While Valentino's enforcement of its rights against infringers seems pretty standard fare, the involvement of Amazon, bringing suit against its own vendor, is rather novel.

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[Deadline extended to June 26: 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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