

NEWS BRIEFS

Sotheby's, China, Vestiaire Collection, Deloitte and Burberry

June 23, 2020



Data show where retail and CPG spending are heading as COVID-19 measures influence consumer behavior across all income groups. Image credit: Deloitte

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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