

NEWS BRIEFS

## Day's wrap: Burberry, Selfridges, Clergerie and super-prime real estate

July 22, 2020



*Burberry is relying on mobile to promote its TB Summer Monogram collection. Image credit: Burberry*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for July 22:

### [Burberry continues mobile push with AR feature](#)

British fashion label Burberry is working to replicate the in-store experience with a new feature on its mobile application.

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### [Selfridges providing stylish, sustainable face masks to employees](#)

British department store chain Selfridges is adding a designer touch to the face coverings that its employees will soon be required to wear.

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### [French footwear brand Clergerie is sold to private equity group](#)

In a harbinger of things to come, French footwear brand Clergerie has been sold to a private equity group with strong leanings toward heritage brands.

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### [Super-prime real estate sales continue amid lockdowns: Knight Frank](#)

More than 150 residential real estate purchases above \$10 million have been completed since COVID-19 lockdowns began in March, showing the strength of the super-prime market.

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### [4 shocks to hit current workforce strategy as CEOs face new urgency](#)

The workplace will not go back to what it once was and CEOs will have to transform their approach to running businesses with the impact of the COVID-19 fallout.

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