

NEWS BRIEFS

## Day's wrap: Dior, prime real estate, supply chain, fashion ad spend and Chinese sneakers

July 31, 2020



*Women@Dior focuses on gender equality and women's leadership for a responsible future. Image courtesy of Christian Dior*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for July 31:

### [Dior joins UNESCO educational response to COVID-19](#)

French fashion label Christian Dior is joining the UNESCO Global Education Coalition, building on an existing relationship between Dior-owner LVMH and the organization.

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### [Prime real estate prices dip beyond Asia in Q2: Knight Frank](#)

As the coronavirus pandemic became widespread during the second quarter of 2020, worldwide prime real estate prices reached their lowest rate of annual growth since the worst of the global financial crisis in Q4 2009.

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### [Delta Global introduces bespoke supply chain management platform](#)

With COVID-19 putting unexpected and prolonged stress on the global supply chain, a luxury packaging provider has launched a new intelligence platform to streamline sustainable supply chains.

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### [Fashion ad spend down, with some bright spots: report](#)

Fashion ad spend fell 45 percent year-over-year during the second quarter of 2020, although there has been fluctuations across fashion sectors.

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### [Meet the consumer class fueling China's sneaker market](#)

After approximately 9.5 million students took the Gaokao China's national college entrance exam, which ended on

June 9 this year sneaker launches, resales and auctions across the country have seen their businesses thrive despite the ongoing COVID-19 pandemic.

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[What are Hong Kong's hurdles and opportunities for luxury brands?](#)

Hong Kong, this bustling metropolis, is now in a transition period, facing both challenges and opportunities that will redesign the future of the city in the years to come.

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