

NEWS BRIEFS

Day's wrap: Balenciaga, Bulgari, Turnbull & Asser, employee productivity, holiday shopping and Future of Luxury eConference

August 11, 2020



Bella Hadid for Bulgari x Ambush. Image credit: Bulgari

By SARAH RAMIREZ

Luxury Daily's live news for Aug. 11:

[Chinese netizens turn on Balenciaga's latest campaign, but to what end?](#)

For Qixi (China's version of Valentine's Day), Balenciaga has released four limited-edition Hourglass handbags at the brand's Tmall flagship store.

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[Bulgari launches latest Serpenti bag capsule collection](#)

Bulgari is collaborating with a Tokyo-based fashion designer for a limited-edition collection of handbags and accessories as part of the Roman jeweler's "Serpenti Through the Eyes Of" series.

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[Turnbull & Asser appeals to office-goers with made to measure promotion](#)

British shirtmaker Turnbull & Asser is running a special promotion to encourage clients to invest in its made to measure online service as workers return to the office.

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[Employee productivity improved during remote work: BCG](#)

Employees were able to maintain or improve their perceived productivity at the start of the coronavirus pandemic, hinting there may be more acceptance for virtual or hybrid workplaces in the future.

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[Retailers should focus on fulfillment, personalization this holiday season](#)

As brands and retailers begin preparing for the holiday shopping season, they must keep in mind evolving consumer behaviors and health concerns as the coronavirus pandemic continues to impact several facets of everyday life.

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[Black Friday will not be the same this year, calling for early marketing](#)

Black Friday the day after Thanksgiving Day in late November has always been an important day for retailers as exclusive sales drive record foot traffic into stores and companies earn massive profits, pushing them into the black.

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[Registration open: Future of Luxury eConference Sept. 23-24](#)

Register now for Luxury Daily's Future of Luxury eConference Sept. 23-24 as brands and retailers face unprecedented changes in customer behavior. Check out our list of 40-plus speakers from the leading luxury brands and retailers worldwide and nearly 40 sessions in the agenda article. First 100 registrants receive Luxury Daily's Future of Luxury special report! Register now limited seats online.

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