

NEWS BRIEFS

## Day's wrap: Customer Experience, Este Lauder Cos., De Beers Group and Future of Luxury eConference

August 20, 2020



*Diamond jewelry is set to be a top gift this holiday season, according to research from De Beers Group. Image credit: Forevermark*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Aug. 20:

**Brands must continue to adapt CX to maintain customer relationships: KPMG**

Customer expectations have changed rapidly during the coronavirus pandemic, and brands and retailers have to respond accordingly and rethink their approach to customer engagement and experience.

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**Este Lauder Cos. sees strength in skincare amid COVID challenges in FY 2020**

Beauty group Este Lauder Companies saw its net sales dip 4 percent to \$14.29 billion in the 2020 fiscal year, although its namesake brand saw double-digit growth for the third consecutive year.

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**Decline in experiential spending creates opportunity for diamond gifting: De Beers**

A decline in travel spending may be a boon for the diamond industry, according to research from diamond company De Beers Group.

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**Georg Jensen birthday campaign plays up brand's heritage**

Danish silversmith Georg Jensen has launched a new campaign to celebrate the founder's birthday in August at a time when many consumers are redesigning their homes as they spend more time there during the pandemic.

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**Call to luxury marketers: Heed what your colleagues have to say about next steps**

There has never been a more crucial time in the modern, recorded history of the luxury business. That is why more

than 40 senior executives from the entire luxury ecosystem across three continents have decided to set aside precious time to offer a roadmap for the future.

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