

NEWS BRIEFS

## Day's wrap: Mandarin Oriental, Oberoi, Frost & Sullivan, Altuzarra and Amazon Luxury Stores

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

[Hong Kong's Mandarin Oriental, India's Oberoi Group form new strategic hospitality alliance](#)

Hong Kong's Mandarin Oriental Hotel Group and India's Oberoi Group have formed a long-termed strategic alliance that will allow the two hospitality groups to collaborate across a swathe of areas.

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[Automation is key beneficiary of COVID-19 changes: Frost & Sullivan](#)

Nine key trends will emerge from industries reshaping as a response to the COVID-19 coronavirus pandemic.

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[Altuzarra becomes latest fashion brand to embrace Amazon's Luxury Stores](#)

French-American label Altuzarra has become the latest fashion brand to join Luxury Stores at Amazon as ecommerce opportunities within the world's leading online retail marketplace lure more companies producing ready-to-wear apparel, footwear and accessories.

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[Luxury brands can be at the forefront of digital storytelling to reach consumers](#)

NEW YORK Ecommerce sales in the luxury industry have accelerated as a result of the coronavirus pandemic, but will digital storytelling also see exponential growth?

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[Special invite to join State of Luxury 2021 survey respondents get exec summary](#)

Luxury Daily, Unity Marketing and The Home Trust International invite you to take this quick survey to help us produce the exclusive fifth annual State of Luxury study from an insider's point of view as luxury undergoes a dramatic shift. Respondents will receive a detailed executive summary.

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