

NEWS BRIEFS

## Day's wrap: Knight Frank, Land Rover, Fortnum & Mason, UKFT and second wave

October 19, 2020



UKFT is offering internships to fashion students. Image credit: UKFT

By LUXURY DAILY NEWS SERVICE

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### French buyers dominating prime London real estate: Knight Frank

Chinese real estate investors are no longer dominating the prime central London market, according to new research from Knight Frank.

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### Land Rover conquers Everest in latest Above and Beyond story

British automaker Land Rover is featuring an English mountaineer in the latest episode of its series, "Above and Beyond Stories."

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### Fortnum & Mason appeals to tea lovers with new bespoke service

British department store Fortnum & Mason is introducing a new bespoke service in a bid to entice shoppers.

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### UKFT announces new Made It partners

The U.K. Fashion & Textile Association has announced its latest iteration of its educational initiative in support of the apparel industry.

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### How Western luxury brands should handle a second wave of COVID-19

As the United States and Europe brace for a second pandemic wave after a new spate of record COVID-19 cases, brands need to prepare for an even grimmer situation than what we saw in spring.

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**Physical, digital hybrid events may be new normal for future fashion weeks**

In the wake of fall fashion week season, brands that chose the hybrid approach, fusing physical with digital, performed better than those that produced a strictly physical or digital event, according to a new study by Launchmetrics.

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