

GOVERNMENT

New restrictions go into effect in Italy, as lockdowns, cases surge in Europe

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Palazzo Fendi in Rome special windows. Image courtesy of Fendi

By LUXURY DAILY NEWS SERVICE

The Italian government is imposing the strictest restrictions since the spring, in an effort to avoid a complete national lockdown as coronavirus cases swell across Europe.

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As of Oct. 26 and through Nov. 24, bars and restaurants will be required to shut down at 6:00 p.m. local time while gyms, pools and theaters will be closed entirely. Italian prime minister Giuseppe Conte announced the new regulations despite criticism from regional leaders that it will cause further harm to the economy.

Second wave of lockdowns

While some regions had imposed overnight curfews, these nationwide restrictions will impact businesses more directly. Although non-essential retailers, such as luxury brands are not targeted directly, the restrictions may also impact Italians' morale as citizens are being discouraged from traveling for reasons unrelated to work or health.

After the new government measures were announced on Oct. 25, Italy reported a new daily record of 21,273 coronavirus cases according to [Reuters](#).

During the spring's initial wave of coronavirus, Italy was among the hardest hit ([see story](#)). The country is home to many leading luxury brands across sectors, including Fendi, Ferrari and more.



Luxury brands are not impacted directly by the new restrictions. Image courtesy of Fendi

Luxury brands will have to be strategic and fortunate to avoid any negative repercussions from the restrictions being put in place across Europe as governments return to lockdowns and curfews in an effort to stave off rising COVID-19 cases.

New restrictions across Europe, including region-wide lockdowns and weeks of curfews, are leading to uncertainty for brands leading into the holiday shopping seasons. Industry watchers say new strategies are being considered to stave off a prolonged meltdown in the sector ([see story](#)).

According to researchers, weak consumer confidence could also lead to a slower holiday shopping season ([see story](#)).

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