

NEWS BRIEFS

Day's wrap: LVMH, Fendi, L'Oral, WeChat Pay and luxury real estate

December 14, 2020



In-store lighting is a top environmental concern for LVMH. Image credit: Christian Dior, LVMH

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Dec. 14:

[LVMH honors most sustainable bricks-and-mortar locations](#)

French luxury conglomerate LVMH Mot Hennessy Louis Vuitton has revealed its retail spaces with the best environmental performance as part of its Life 360 sustainability strategy.

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[Fendi to present Kim Jones' first couture collection next month](#)

Italy's Fendi has revealed that British designer Kim Jones will present his first couture collection for the fashion label in January 2021.

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[L'Oral makes minority investment in social shopping platform Replika](#)

Beauty group L'Oral is further accelerating its ecommerce strategy with an investment in a social selling platform.

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[WeChat Pay helps digitize retail in Europe](#)

China's all-in-one app WeChat saw strong year-over-year growth in transactions from the EMEA region as retailers shift to ecommerce in the midst of a global pandemic, showing a growing trend of Chinese consumers making global purchases before they could make global trips.

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[Luxury Daily debuts new conference focused on luxury real estate](#)

Register now for free for Luxury Daily's State of Luxury Real Estate 2021 (SOLRE) eConference Thursday, Jan. 14. The daylong event will focus on how affluent consumers are shaping the real estate market as they flee cities for more space and social distance, enabled by remote working and schooling.

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[Free Webcast on Dec. 16: Luxury Real Estate Outlook 2021](#)

Registration is open for the free webinar Dec. 16 at 11 a.m. to noon New York time on five trends that will dominate the luxury real estate business in the United States and worldwide in 2021. Affluent consumers are making health-driven lifestyle choices amid the COVID-19 pandemic that will continue to shape the luxury property market and fuel growth as long as inventory holds out. Register now!

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[Sotheby's sets sights on luxury ecommerce with marketplace debut](#)

Auction house Sotheby's is appealing to luxury shoppers and collectors' desire for instant gratification with the launch of a permanent ecommerce platform.

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