

## NEWS BRIEFS

# Day's wrap: Mytheresa, Gucci, Brexit, holiday retail and luxury real estate

December 28, 2020



*Gucci Beauty is expanding its offerings. Image credit: Gucci*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Dec. 28:

### [Mytheresa files for IPO amid continued strength of luxury ecommerce](#)

The parent company of online retailer Mytehesa has filed for an initial public offering after seeing strong growth throughout 2020.

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### [Gucci launches inclusive range of liquid foundations](#)

Italian fashion label Gucci is expanding its cosmetics offerings with the launch of liquid foundations and primers.

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### [Brexit trade deal approaches final approval hurdles](#)

Ambassadors from European Union member states have approved a post-Brexit trade deal with the United Kingdom, which is set to become law on Jan. 1.

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### [US holiday retail sales see modest growth: Mastercard](#)

Bolstered by ecommerce growth, retail sales in the United States increased 3.0 percent during this extended holiday season, per preliminary data.

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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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### [Sales of luxury homes stay on upswing: Redfin](#)

Luxury brands including Louis Vuitton, Gucci and Dior are embracing Chinese social media platform The Red Book as it emerges as another avenue to engage affluent shoppers despite its smaller audience.

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