

NEWS BRIEFS

## Day's wrap: Este Lauder, Gucci, Lexus, British Fashion Council and Belmond

February 5, 2021



*Este Lauder Companies releases Q2 FY21 financial results: Este Lauder*

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By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Feb. 5:

### [Este Lauder shows signs of recovery with Q2 results](#)

Beauty group Este Lauder Companies has reported net sales of \$4.85 billion for its second quarter, largely due to growth from its skincare and fragrance brands.

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### [Gucci Beauty debuts on Tmall](#)

Coty-licensed Italian brand Gucci Beauty has launched its flagship store on Alibaba's Tmall Luxury Pavilion, expanding its reach among Chinese affluents.

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### [Lexus foregoes Super Bowl LV spot](#)

Toyota Corp's Lexus has exchanged the highly coveted Super Bowl broadcast space for YouTube marketing opportunities.

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### [British Fashion Council, TikTok present fashion initiative](#)

The British Fashion Council (BFC) and short-form video sharing platform TikTok have partnered to launch this year's NewGen fashion initiative.

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### [Belmond opening tropical Caribbean hotel](#)

LVMH-owned hospitality group Belmond is opening La Samanna, a beachfront hotel located on the French side of St. Martin, amid continued travel restrictions.

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[Convenience, consciousness "new essentials" for brands](#)

The COVID-19 pandemic has caused a shift in consumer sensibilities, and brands that respond to this change will be better positioned to earn their loyalty, according to a new study.

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