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NEWS BRIEFS

Day's wrap: Farfetch, Sephora, Este Lauder, Sub-Zero Group and L Catterton

February 26, 2021

Farfetch revenues hit $1.7B as luxury shoppers go online. Image courtesy of Farfetch

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Feb. 26:

Farfetch revenues hit $1.7B as luxury shoppers go online

Online retailer Farfetch saw its gross merchandise value exceed $3 billion, noting in its financial results for the full year ended Dec. 31 2020.

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Sephora focuses on bricks-and-mortar expansion, collaborations

LVMH-owned beauty retailer Sephora has announced it is opening 260 new stores in 2021 and collaborating with Coach for a new makeup collection.

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Este Lauder names Ana de Armas new global ambassador

Beauty brand Este Lauder has announced actress Ana de Armas as a new global brand ambassador in its latest push for storytelling and representation.

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Sub-Zero Group introduces virtual showcase for smart appliances

Kitchen appliance group Sub-Zero, Wolf and Cave is launching its first virtual showcase to feature new product offerings.

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Birkenstock sells majority stake to LVMH-backed firm

LVMH Mot Hennessy Louis Vuitton-backed private equity firm L Catterton has acquired a majority stake of German footwear label Birkenstock, hoping to boost sales in China and India, as well as online.

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Mytheresa sees ecommerce momentum continue in Q2 2021

Ecommerce retailer Mytheresa saw its net sales grow by almost 33 percent year-over-year during the second quarter of fiscal year 2021 ended Dec. 31, as luxury consumers continue to shop online.

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