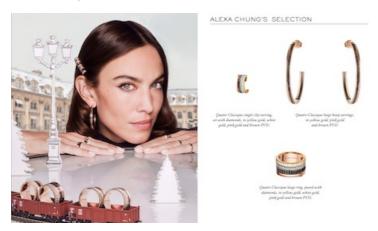


The News and Intelligence You Need on Luxury

NEWS BRIEFS

Day's wrap: Boucheron, The RealReal, women and luxury spending and adsupported streaming

November 15, 2022



British model Alexa Chung features in the Boucheron Wonderland holiday campaign. Image credit: Boucheron

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Nov. 15:

Boucheron unveils Boucheron Wonderland campaign for holidays



French jeweler Boucheron, calling Paris home since 1858, has debuted its end-of-year campaign, Boucheron Wonderland.

The RealReal, despite Q3 earnings setback, forecasts strong demand across pre-owned luxury lines

The RealReal, the largest online luxury resale platform in the United States saw a drop in revenue from second quarter to third.

Working women willing to forego luxury goods purchases to save money: study

A new study entitled the "State of Women in 2022" reveals that 68 percent of women anticipate a recession, and that 92 percent plan to maintain or increase contributions to their retirement funds.

Research shows video ads are being viewed and driving sales

New research by Parks Associates shows that 23 percent of users of ad-supported over-the-top (OTT) services click on viewed ads, and from there, just as many users regularly make purchases based on those ads.

Invitation to participate: State of the Luxury Market 2023 Survey

Luxury Daily invites you to participate in the State of the Luxury Market 2023 Survey. All respondents will receive the executive summary of the report, plus a complimentary copy of a new Unity Marketing trend report, "HENRYs in Recession: How Luxury Brands Can Prepare."

Introducing Luxury Women to Watch 2023

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business.

Please click here to read the morning newsletter

© 2022 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your feedback is welcome.