

NEWS BRIEFS

Boucheron, The RealReal, women and luxury spending and ad-supported streaming

November 16, 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.