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MARKETING

Headlines: Puglia, China's Super Golden Week, Neiman Marcus, fashion diversity

October 6, 2023



China's eight-day long Super Golden Week' is 2023's most popular holiday. The number of travelers and sales revenue has hit a record high. Here Jing Daily showcases some key trends. Image credit: Xinhua News

By STAFF REPORTS

Curated headlines by Luxury Roundtable

We bring you the latest headlines in luxury to save you time. Please note that most sources are behind paywalls.

[The well-heeled are headed to Puglia, the end of Italy's boot](#)

The heel of Italy's boot is its hospitable heartland, at least to a growing contingent of savvy travelers who find themselves turning to Puglia time and again, perhaps at first for its rusticity, but now for its lavish resorts. (Penta)

[China's Super Golden Week' breaks records amid mounting economic challenges](#)

Economic challenges do not seem to have significantly impacted the demand for travel, as total trips and total tourism spend will likely exceed pre-pandemic levels. (Jing Daily)

[How Neiman's transformation is working out](#)

Neiman Marcus Group CEO Geoffroy van Raemdonck talks trends in the business, good and not so good, and maintains confidence in the path he's been taking NMG on for more than five years. (WWD)

[Luxury fashion's designer diversity problem persists](#)

Despite major hires like Chanel's Virginie Viard and Louis Vuitton's Pharrell Williams, gender parity and racial diversity in top creative roles remain urgent problems. (The Business of Fashion)

[Luxury's wake-up call: Why your brand's story matters now more than ever](#)

The biggest misconception in luxury is that it's not about quality and price first, but about the story. (Jing Daily)

[How Balmain set the tone for luxury haircare](#)

Haircare is a market largely untapped by luxury fashion brands, with one notable exception: Balmain Hair, which celebrates its 50th anniversary next year. New CEO Eline de Knoop tells *Vogue Business* about retail expansion plans and why inclusivity is at its core. (Vogue Business)

Can American department stores save themselves?

US retailers are navigating a tired wholesale model and ambivalent consumer demand. To cope, they're banking on loyalty plays and high-spending consumer retention. Personalisation is key but is it enough? (Vogue Business)

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