Chinese shoppers are giving luxury brands some hope

Chinese shoppers are finally starting to snap up high-end handbags, shoes and jewelry again, giving the luxury goods industry hope that a recovery from the coronavirus pandemic is on the way.

Several luxury goods companies reported an ***uptick*** in China this spring as people emerged from weeks of lockdowns, spurring what some analysts have called a trend of "revenge spending" — the release of ***pent-up*** demand once people aren't forced to stay home.

uptick　微升　　　　pent-up　被压抑的；幽闭的

pent　被压抑的；抑郁的

But success in China is only part of the story. As customers elsewhere stay home and hold back on luxury shopping in favor of essential purchases or cheaper, unbranded goods, sales of personal luxury items are still expected to take a huge hit.

Global brands have acknowledged the pressure. Last week, for example, LVMH disclosed to investors that its board had met to reexamine its ***pending*** $16.2 billion acquisition of Tiffany in the light of the pandemic.

pending　未决定的；悬而不决

"Coronavirus is forcing companies to rethink almost every business model, " said Fflur Roberts, head of luxury goods research at Euromonitor.

To cope with the new reality of catering more heavily to the domestic market, companies will have to adjust their strategy and figure out how to reach more local customers.

China is already giving brands a blueprint. Burberry, for example, is working with Tencent on a new online store in China set to launch later this year.

And as long as travel is restricted, brands may have to tailor offerings in each market, according to analysts.

That's a ***pivot*** for businesses, which typically rely on the ***crisscross*** of travelers and don't always spend significant time carving out strategies for individual countries.

pivot　枢纽；中心　　　　　　　　　　　　crisscross　来回奔波于；贯穿