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Biden announces new policy efforts aimed at black voters



Inside C2

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New York governor outlines reopening plan with construction, manufacturing first



Workers are seen next to refrigerated tractor trailers that are being used to store bodies of deceased people at a temporary morgue, during the outbreak of the coronavirus disease (COVID-19) in the Brooklyn borough of New York City, U.S., May 4, 2020. REUTERS/Brendan McDermid

(Reuters) - New York Governor Andrew Cuomo on Monday outlined a phased reopening of business activity in the state hardest hit by the COVID-19 pandemic, starting with select industries like construction and the least affected regions.

FILE PHOTO: New York Governor Andrew Cuomo speaks at a daily briefing during the outbreak of the coronavirus disease (COVID-19) at the State Capitol in Albany, New York, U.S., April 29, 2020. REUTERS/Mike Segar
Cuomo did not give a timeline, but the state's stay-at-home order is due to expire on May 15. The governor has previously said that the areas with fewer infections and enough spare hospital beds could consider reopening after that date.

While short on specifics, the outline disclosed by Cuomo at a daily briefing was the most detailed sketch so far on how the state - the epicenter of the crisis in the United States - would start to loosen restrictions on businesses and daily life.

Cuomo said he understood the feelings of protesters pushing for a faster reopening but also warned that moving too quickly could rekindle the virus, noting that the 1918 Spanish influenza pandemic was deadlier in its second wave.

"You can do it for a short period of time, but you can't do it forever," Cuomo said, referring to lockdown orders which have been in place since the middle of March. "But reopening is more difficult than the closedown."

Cuomo said construction, manufacturing and select retail shops could open in a first phase of reopening, followed by a second phase that would include finance, administrative support and real estate and rental leasing industries.

Phase three will see restaurants and the food service and hotel industries reopen, Cuomo said, followed by arts, entertainment and recreation facilities as well as schools in the fourth and final phase.

Cuomo said regions of his state would be able to reopen once they meet thresholds on four main metrics: the rate of new infections, hospital capacity, diagnostic testing capacity and whether the region has enough disease investigators to trace contacts of an infected person. He also said hospitals would need to have 90 days worth of personal protective equipment in stock to avoid the shortages that have dogged them since March.

While he did not specify which regions would open first, he showed a slide labeling northern and central parts of the state as "lower-risk regions" in contrast to harder hit areas like New

York City and Long Island.

Cuomo said New York had tested more than 1 million residents, or roughly 5 percent of the state's population, a per-capita level that is higher than any other country, including Italy at 3.5 percent and South Korea at 1.2 percent.

But he said seven of the state's 10 regions had not met a threshold of testing 30 people for every 1,000 in the population on a monthly basis, and that none of the regions had satisfied all of the criteria to reopen.

Cuomo said that 226 New Yorkers died on Sunday, the lowest daily total since March 27, and that hospitalizations and intubations continued a downward trend started three weeks ago. But he said the decline in hospitalizations was "not as steep as the incline" when infections skyrocketed in March and warned against underestimating a virus that some people had initially dismissed as akin to the seasonal flu.

Nearly 25,000 New Yorkers have died from COVID-19, the disease caused by the coronavirus, according to a Reuters tally.

"This is a different beast that we are dealing with, and we learned that the hard way," Cuomo said.

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Biden announces new policy efforts aimed at black voters

(Reuters) - Presumptive Democratic U.S. presidential nominee Joe Biden's campaign on Monday unveiled a broad policy targeted toward helping reduce racial wealth and health gaps among new policies aimed at reaching black voters. As part of the wide-ranging plans, the former vice president pledged to open a new Public Credit Reporting Agency that could compete with Equifax Inc, Experian Plc and TransUnion and, according to the campaign, minimize racial disparities in lending.

“Today’s credit reports, which are issued by just three large private companies, are rife with problems: they often contain errors, they leave many ‘credit invisible’ due to the sources used to generate a credit score, and they contribute to racial disparities, widening the African American homeownership gap,” Biden’s campaign said in a statement.

The former vice president also promised a new tax credit for first-time homeowners, \$900 million over eight years to finance efforts to save 12,000 lives in high-crime cities as well as to expand the Small Business Administration’s efforts to lend money to African American-owned enterprises. Advocates say that few of those businesses have been able to tap federal relief programs during the coronavirus outbreak due to discriminatory lending practices.

Biden is looking to unseat Republican President Donald Trump in the Nov. 3 election. Black voters were critical in helping Biden overcome early losses in his party’s primary to become Democrats’ presumptive nominee. The heavily Democratic ethnic group is also considered indispensable in Biden’s effort to win against Trump.

Biden is also eager to win over the most liberal wing of his party. Voters who favored candidates including Senators Elizabeth Warren and Bernie Sanders favored more restraints on banking and the financial services industry. The policies announced on Monday include an expansion

of the Community Reinvestment Act, a fair-lending law governing banks, to include mortgage and insurance companies.

The 22-page Biden policy proposal includes some policies the campaign previously announced with new initiatives that the campaign said could help erase the gap between black and white Americans in terms of wealth, income, education, criminal justice and health.

A Biden campaign official said the candidate would be working to introduce more relevant policies on environmental issues and other areas of concern to black voters in coming weeks.

FILE PHOTO: Democratic U.S. presidential candidate and former Vice President Joe Biden speaks during the 11th Democratic candidates debate of the 2020 U.S. presidential campaign, held in CNN’s Washington studios without an audience because of the global coronavirus pandemic, in Washington, U.S., March 15, 2020. REUTERS/Kevin Lamarque/File Photo

Stay Safe!

BUSINESS

Wash Your Hands!

Over One-Half Of The States Have Partially Reopened After Coronavirus Shutdown



More than six weeks after the nation’s first stay-at-home orders were issued, many states have begun relaxing the restrictions meant to slow the spread of the coronavirus. Outdoor spaces, including beaches and state parks, were among the first areas to open, and now states are throwing open the doors to public life, despite the warnings of some public-health experts. Americans in a handful of states can now get a haircut, go to the gym, or sit down at a restaurant, though restrictions are still in place. And more states are set to follow. This is the list of states that are back open for business: **Alabama** April 30 marked the end of Alabama’s statewide stay-at-home order and the beginning of a plan Governor Kay Ivey calls “Safer at Home.” Under the new order, which lasts until May 15, all retail can open at 50 percent capacity with social-distancing measures in place. Haircuts, manicures, and deadlifts will have to wait, though, with barbershops, nail salons, and gyms remaining closed. **Alaska** Alaska went into phase one of the state’s reopening on Friday, April 24, with Governor Mike Dunleavy allowing restaurants to open for in-person dining and personal-care-services businesses (nail salons, barbers, etc.) to operate by reservation only. Though Governor Doug Ducey extended the state’s stay-at-home order until May 15 last week, nonessential retail businesses will be allowed to open for curbside pickup on May 4. Then, on May 8, they’ll be able to allow customers in, provided capacity is reduced and social distancing is practiced. **Arkansas** Gyms will be the first businesses allowed to reopen in Arkansas on Monday, May 4. Barbershops, salons, and tattoo parlors will follow on May 6. And restaurants will be permitted to open for in-person dining on May 11. **Colorado** Colorado moved into its “Safer at Home” phase April 27, with some nonessential businesses allowed to reopen for curbside pickup. On Friday, May 1, personal-care services and

retail businesses can reopen with strict social-distancing measures in place, and on May 4, offices will be allowed to reopen at 50 percent capacity. **Florida** Restaurants and retail businesses in most of Florida are allowed to reopen as of May 4, but indoor capacity will be limited to 25 percent. Restaurants, which are also allowed to open outdoor seating, must space tables six feet apart and close bar seating. Counties including Palm Beach, Miami-Dade, and Broward have been excluded from the new measures where case counts are highest. **Georgia** Governor Brian Kemp has made the nation’s biggest push to reopen in the country. Starting Friday, April 24, barbershops, gyms, salons, and massage therapists could reopen. On Monday, April 27, restaurants and movie theaters followed. **Idaho** May 1 marks the start of Idaho’s first stage of reopening, with most retail stores, churches, and day cares allowed to reopen. If, by May 16, coronavirus cases continue trending down, most other businesses, with the exception of bars and nightclubs, will be allowed to reopen. **Illinois** While Governor J.B. Pritzker extended the state’s stay-at-home order to May 30, he will allow several new categories of business to open starting May 1. That includes greenhouses, garden centers, and pet groomers. **Indiana** Stage two of Indiana’s reopening begins May 4, when nonessential retail and shopping malls will be allowed to reopen at 50 percent capacity. Governor Eric Holcomb is also ending travel restrictions and permitting gatherings of up to 25 people. On May 11, restaurants and personal-care services get the green light to reopen. **Iowa** Governor Kim Reynolds announced last week that 77 of the state’s 99 counties can reopen, with some limitations, on May 1. Malls, gyms, libraries, and restaurants can all reopen at 50 percent capacity, while horse and dog tracks can reopen without spectators. Restrictions on religious gatherings have also been lifted. They’ll have to wait at least until May 15 to reopen. **Kansas** Kansas entered phase one of its reopening on May 4, the date on which non-essential retail and restaurants can open to customers. Gatherings are still limited to no more than ten people, but travel restrictions have been lifted. Governor Laura Kelly has set May 18 as the target for the second phase of reopen-

Compiled And Edited By John T. Robbins, Southern Daily Editor

ing, which would allow customers to return to personal-care businesses, bars, and casinos. **Louisiana** Governor John Bel Edwards is easing Louisiana back into business, with the first steps beginning on May 1. That’s when restaurants were allowed to open outdoor seating, albeit without waiter service, and shopping malls were allowed to offer curbside pickup. **Maine** Governor Janet Mills allowed Mainers to get haircuts and go to car washes on May 1, as the state begins to slowly ease off restrictions. Unlike some of her fellow state leaders, Mills is ordering face coverings. **Minnesota** Starting Monday, April 27, some nonessential businesses began to reopen in Minnesota. An executive order from Governor Tim Walz applies to “workers in non-customer-facing industrial and office-based businesses who cannot work from home,” he said. **Mississippi** Starting Monday, April 27, some retail businesses were allowed to open with social-distancing measures in place. Barbers, gyms, salons, spas, and movie



theaters must remain closed, though. **A customer waits for his turn in the chair at a barbershop in Georgia on the first day of the state’s reopening. (Photo/AFP via Getty Images)** **Missouri** Governor Mike Parson announced an aggressive reopening set to begin on May 4. That’s when all businesses can reopen with no limitations on crowd size, as long as social-distancing guidelines are followed. The ban on large gatherings will also be allowed to expire, meaning, as the Kansas City Star notes, “amusement parks and attractions, concerts, funerals, museums, school graduations and weddings will be permitted. So will events in large venues and stadiums.” **Montana** With just 453 confirmed COVID-19 cases and 16 deaths,

Montana is moving this weekend to lift restrictions for individuals and businesses. The statewide stay-at-home order ended Sunday, and on Monday, April 27, retail businesses could open with social-distancing measures in place. Beginning May 4, restaurants, bars, and casinos can open with social distancing and capacity reductions. And on May 7, schools may resume in-person instruction pending decisions from local districts. **Nebraska** Beginning May 4, funerals, weddings, and religious services will no longer be capped at ten participants, Governor Pete Ricketts announced last month. Restaurants can reopen dining rooms at half capacity, personal-care services can reopen, and day cares will be allowed to once again operate, but with a maximum of 15 children per room. **Nevada** As of May 1, all retail businesses, including cannabis dispensaries, can operate with curbside pickup, an option previously only open to restaurants. **New Mexico** A limited reopening began in New Mexico starting May 1, with nonessential retailers allowed to begin offering curbside pickup. **North Dakota** Despite never issuing a stay-at-home order, Governor Doug Burgum had ordered many nonessential businesses to close. That order ended April 30, and on May 1, all businesses, including bars and personal-care services, will be allowed to reopen with restrictions in place. Ohio On May 4, some **Ohio** businesses will be allowed to open, including construction and manufacturing firms. But May 12 will mark the great reopening of Ohio. That’s when many retail businesses will be allowed to reopen. **Oklahoma** Personal-care services in Oklahoma could begin operating again on Friday, April 24, though by appointment only. Gyms, restaurants, movie theaters, and houses of worship can followed on May 1. Governor Kevin Stitt said phase two of the state’s plan will allow bars to reopen, and weddings and funerals with more than ten people to be held. Phase two will be implemented, he said, if hospitals remain able to handle the flow of patients for the next two weeks. **South Carolina** Retail stores previously deemed nonessential, including bookstores, department stores, and sporting-goods stores, were allowed to reopen April 20. Governor Henry McMaster’s order allowing their opening restricts the busi-

nesses to no more than five customers per 1,000 square feet. Salons, gyms, and restaurants are still required to be closed. Tennessee Restaurants in **Tennessee** were allowed to reopen on April 27, and retail stores followed on April 29, provided they operate at 50 percent capacity. The loosened restrictions from Governor Bill Lee will apply only in Tennessee counties without their own public-health departments, meaning large cities, including Nashville, Memphis, and Knoxville, will be allowed to set their own timeline. **Texas** Texas’s stay-at-home order expired last Thursday, and the state is allowing many businesses to open back up. That includes nonessential retail, malls, movie theaters, and restaurants, which must all operate at 25 percent capacity. Governor Greg Abbott said personal-care services will have to wait at least until mid-May to reopen. And though he declined to mandate Texans to wear face coverings while in public, he did “strongly recommend” it. Utah **Utah** never had a statewide stay-at-home order, but schools and restaurants were closed. Starting May 1, restaurants and personal-care services will be allowed to reopen as long as they exercise “extreme precautions.” **Vermont** Governor Phil Scott has allowed certain businesses to begin operating, including “construction operations with crews of two or less and some single-person, low-contact professional services, such as appraisers, attorneys, realtors, and others.” Farmers’ markets are also allowed to open, as of May 1. **West Virginia** Week two of Governor Jim Justice’s phased-in reopening plan begins May 4 with the reopening of some small businesses, including barbershops, dog groomers, and restaurants with outdoor seating. Nonessential retail, gyms, and a dine-in restaurants are scheduled to follow on May 11. **Wisconsin** Nonessential business that can operate without customer contact, such as car washes, dog groomers, and upholsterers, were allowed to open on Wednesday, April 29. Outdoor recreational rentals may also return to business, and nonessential retail could begin offering curbside pickup. **Wyoming** Governor Mark Gordon lifted the order closing Wyoming’s personal-care services, allowing those businesses to open on May 1 with social-distancing measures in place. (Courtesy nymag.com)

Editor's Choice



A hairdresser cuts the hair of a customer at Madrid's oldest barbershop, on the first day of opening in Madrid, Spain, May 4. REUTERS/Sergio Perez



A couple kisses in front of the sea as Italy begins a staged end to a nationwide lockdown in Catania, May 4. REUTERS/Antonio Parrinello



Domenico di Massa plays with his granddaughter Cecilia for the first time in two months after Italy allowed families to see each other again, in Rome, Italy, May 4. REUTERS/Yara Nardi



People have lunch in a Taiwanese hot pot style restaurant that reopened after the easing of restrictions with the implementation of a plastic barrier and social distancing measures, in Bangkok, Thailand, May 4. REUTERS/Jorge Silva



Michela Perrini, 9, practices ballet in her living room using a video tutorial on her laptop in the small southern historical town of Cisternino



French Henri de Chasse, wearing a protective face mask, kisses his partner Margaux Rebois, who is returning to Paris on board a Thalys high-speed train after spending 2 months in Brussels, at Midi/Zuid station on the first day of the easing of...MORE



A police officer asks a woman to put on her protective mask, as the Portugal eases the lockdown, at Cais do Sodre station in Lisbon, May 4. REUTERS/Rafael Marchante



A police officer addresses the crowd at Guaranty Trust bank, as authorities ease the lockdown, in Abuja, Nigeria May 4. REUTERS/Afolabi Sotunde

**Llama Antibodies Might Bring Us
Closer To Neutralizing COVID-19**

**Llama Antibodies May Be
Useful For Treating COVID-19,
Study From UT Austin Finds**



Compiled And Edited By John T. Robbins, Southern Daily Editor

Antibodies found in llamas could prove to be useful in the treatment of COVID-19, an international team of scientists has said. According to a peer-reviewed study, due to be published in Cell on May 5, llama blood might hold the key to unlocking new treatments for COVID-19 -- and lessen the stress the coronavirus pandemic has placed on the world. The researchers have engineered a new antibody, a type of protein produced by animal immune systems that defends against foreign invaders, which binds tightly to a key protein on the novel coronavirus SARS-CoV-2, according to a study accepted for publication in the journal Cell. The team, led by Jason McLellan from the Department of Molecular Biosciences at The University of Texas at Austin (UTA,) created the novel antibody by linking together two copies of a special kind of antibody found in llamas. Coronaviruses are covered in distinctive

“spikes,” special proteins that enable the virus to break into host cells. In initial laboratory experiments, the scientists found that the novel antibody was effective in stopping a “pseudotyped” version of the SARS-CoV-2 virus from infecting cells in a culture. This pseudotyped virus is a virus particle that has been engineered to display copies of the SARS-CoV-2 spike protein on its surface.



Winter is four years old and still

living on a farm in the Belgian countryside.

The study details how special antibodies within llama blood can be joined together to create a new antibody with the capacity to bind the spike protein the coronavirus uses to infect cells. By binding onto the spike protein, the antibody can prevent the coronavirus, known as SARS-CoV-2, from infecting other cells in culture. “This is one of the first antibodies known to neutralize SARS-CoV-2,” McLellan said in a statement. The inspiration for the latest study came from tests conducted on a 4-year-old llama named “Winter” that is currently living on a farm in the Belgian countryside. This was discovered, in part, thanks to the efforts of a 4-year-old Belgian llama named Winter. In 2016, Winter helped scientists to study the coronaviruses which cause SARS and MERS by receiving injections of active spike proteins over the course of weeks. In 2016, before the pandemic began, the researchers were conducting research into two other coronaviruses, SARS-CoV-1 and MERS-CoV, which cause the diseases severe acute respiratory syndrome coronavirus (SARS) and Middle East respiratory syndrome (MERS) respectively. During this research, the team injected Winter with pseudo-typed versions of both SARS-CoV-1 and MERS-CoV over a period of six weeks, inducing an immune response in the llama’s body.



Llamas may play a key role in neutralizing the Coronavirus.

Llamas and other camelids, such as alpacas, produce a special kind of antibody known collectively as “single-domain” antibodies. After taking blood samples from Winter, the team, found that one of these single-domain antibodies, known as VHH-72, bound tightly to the spike proteins on SARS-CoV-1 and prevented it from infecting cells in a culture. As a result, the scientists joined together two copies of the antibody, in an attempt to help it bind more effectively to the SARS-CoV-2 spikes. According to the team, the newly engineered antibody is the first known to neutralize both SARS-CoV-1 and SARS-CoV-2. “That was exciting to me because I’d been working on this

for years,” Daniel Wrapp, a co-first-author of the paper from UTA, said in the statement. “But there wasn’t a big need for a coronavirus treatment then. This was just basic research. Now, this can potentially have some translational implications, too.” After the outbreak of the COVID-19 pandemic, the team wondered whether VHH-72 would also be effective against SARS-CoV-2. Initial tests revealed that it did bind to the spike proteins of the virus, however, only weakly. Regardless of the study’s early successes -- and Winter the llama’s positive demeanor -- this doesn’t mean the antibodies are immediately viable as a preventative or cure. The team from the University of Texas in Austin are now setting their sights on preclinical studies in animals such as hamsters or nonhuman primates, with an eventual goal of developing a treatment for humans.



The next step, the researchers say, is to conduct studies in animals in order to further assess the impact of these antibodies on SARS-CoV-2. Eventually, they hope to be able to develop a treatment based on these antibodies that could be administered soon after infection. “With antibody therapies, you’re directly giving somebody the protective antibodies and so, immediately after treatment, they should be protected. The antibodies could also be used to treat somebody who is already sick to lessen the severity of the disease,” McLellan said. Nevertheless, it is important to note that this approach is still at a very early stage of development and must be tested extensively in animals and humans before it can be established whether or not it will be effective in the treatment of COVID-19. Regardless of the study’s early successes -- and Winter the llama’s positive demeanor -- this doesn’t mean the antibodies are immediately viable as a preventative or cure. The team from the University of Texas in Austin are now setting their sights on preclinical studies in animals such as hamsters or nonhuman primates, with an eventual goal of developing a treatment for humans. (Courtesy <https://www.msn.com/> and <https://www.cnet.com/>)



抗擊 新冠肺炎
疫情下之老字號這麼做

今年因新冠疫情緣故，上海幾家老字號金店生意一度受阻。好在復工後多思創新，勇於和年輕一代消費方式接軌，曾經堅持“只做實體店”的老字號，開始大膽走向“雲端”，開啓雲發佈、雲銷售、雲展覽等一系列活動，並通過社群運營、投資概念、文化輸出等多種方式力挽狂瀾，“我們肯定能奪回因疫情而耽擱的銷量”，有老字號金店表達了重振經營的信心。目前來看，滬各家金店恢復情況良好，有的截至4月銷售額已回升至同期7成，還有的門店銷售額已經超過千萬（人民幣，下同）。

■文：香港文匯報記者 孔雯瓊、張帆 上海報道
圖：香港文匯報記者 孔雯瓊

疫情漸退，位於鬧市中心的上海老鳳祥有限公司，已經是一片忙碌的工作景象，樓下停車場裡滿是前來洽談業務、拿貨訂貨的客戶車輛，大樓會議室內坐滿正在開展工作討論的公司員工，非物質文化遺產工作室內的匠人們則正專心致志地打造黃金工藝品。
“去年完成近500億元的營收，刷新了歷史最好水平，2020春節本來計劃着給今年訂個創新高目標，誰知道新冠病毒疫情一來，打亂了所有。”老鳳祥首席發言人王恩生在接受香港文匯報記者採訪時，道出疫情帶來的巨大衝擊。
作為赫赫有名的老字號，老鳳祥起源於清朝道光28年（1848年）創建的“鳳祥銀樓”，至今已有172年歷史。如今作為上海市黃浦區國資委控股的上市公司，曾連續多年在經營規模和經濟效益上不斷刷新紀錄，但今年伊始，業績突然被疫情“撞了一下腰”。

組織線上銷售 激活購買力

王恩生告訴香港文匯報記者，疫情促使老鳳祥亟需想新辦法彌補損失，因此開啟了“雲端”經營，這對老鳳祥而言還是頭一遭的嘗試。此前全國數千家老鳳祥的經營點，任何一個店員都會告訴顧客，“我們只有實體店，沒有網店”，就連淘寶天貓這樣的平台都未曾出現過老鳳祥的身影。王恩生亦坦承，“我們是堅決只做實體店，但疫情的確改變了消費習慣，客戶呼聲也強烈，因此順勢而為做了一些改變，針對會員組織了一個自營線上平台，在此‘雲端’進行新品推送、折扣銷售等工作，大幅激活了購買力。”
自開啟雲推送和雲銷售後，老鳳祥便立刻適應了



這種“雲端”經營，王恩生透露，在接下來的老鳳祥上海首飾博覽會、新品走秀活動上，老鳳祥同樣也會開啟“雲”博覽會、“雲”走秀等系列“雲端”活動。

素人直播帶貨 賣金250萬

無獨有偶，另一家上海知名老字號金店“老廟黃金”，同樣在線上探索營銷模式來吸引客戶。老廟黃金創始於1906年，是國務院批准國內恢復銷售黃金飾品後上海開設的第一家黃金零售點，目前為上海豫園珠寶時尚集團旗下品牌。
豫園珠寶時尚集團公關負責人楊贊接受香港文匯報記者採訪時表示，市場大環境推動公司加速往線上轉型，老廟黃金在2月疫情期間啟動私域社群方式運營，通過社群營銷線上成交快遞到家的方式滿足顧客需求。同時在實體店鼓勵員工素人直播帶貨，打造品牌自有KOL推動直播賣貨。楊贊稱，素人直播加速賦能全國門店，足不出戶也能讓全國

**上海金店老字號
開啓雲時代
復工有妙招**



用戶買到老廟產品。

這些老字號金店的創新運營均效果不俗。老鳳祥截至目前的銷售額已經恢復到同期超過7成。老廟黃金的社群線上成交2個月帶動門店銷售近1,000萬元，其中工藝金條單日銷售超過200萬元的良好業績；素人直播2至3月期間，共直播100多場，累計帶動銷售250多萬元。

建多矩陣社交平台搶客

同時打造多矩陣社交媒體亦是老字號金店最新妙招。老廟黃金在嘗試將網紅直播模式常態化，與包括淘寶第一主播薇娅在內的多名頭部主播展開合作。直播項目逐步從淘寶直播平台，拓展到微博、小紅書、抖音、快手、bilibili等內容渠道。老鳳祥方面，同樣通過社交媒體在網上廣交朋友。從老鳳祥的公眾號來看，“官方平台”的菜單一欄已經新添抖音、小紅書等內容平台。



精 | 雕 | 細 | 琢

在老鳳祥公司裡，有一處非物質文化遺產生產性保護基地，同時亦是老鳳祥的金銀細工工作室。此處自復工以來，裡面多位工藝美術大師級別的匠人在埋頭細緻認真地打造各類“僅此一件”的高端產品。實際上，老鳳祥的產品線中，除了中低端的首飾外，亦有一部分專攻高端級別，除了黃金外更有鑽石、有色寶石、腕錶等全品類產品，這些足以和一些國際上的奢侈品珠寶一較高下。
記者在工作室內，看到老鳳祥金銀細工第六代傳人沈國興手裡，正在細細雕琢一隻龍鳳呈祥套，傳統中國金銀製品的製作技藝博大精深，需要經歷各種繁雜精細的技法。沈國興告訴記者，“別看這隻壺不大，但完全製作完成需要三個月時間，需要花很大精力。”記者留意到，老鳳祥的全手工製黃金產品，別看有些只有巴掌大小的，但往往工藝費就要高達近3,000元（人民幣，下同），這還沒有算上工藝品的黃金克數重量。
“我們其實有不少高端產品，都價值不菲，幾十萬、幾百萬元的都有。”王恩生告訴記者，老鳳祥產業鏈較為完整，既有傳統黃金高端品類，也有年輕時尚的高端產品線，包括鑽石、寶石、白玉、翡翠、珍珠甚至腕錶、鐘錶、眼鏡等。
從高端時尚的方向，給老鳳祥帶來的成果亦是十分明顯。從德勤2019年發佈的《全球奢侈品企業排名》，若以銷量排名，老鳳祥排名位列第15位，已經超過國際高端品牌蒂芙尼、潘多拉和施華洛世奇的地位。有年輕的消費者稱，有時去老鳳祥不單單是買金飾，更是會去看鑽戒、寶石項鍊、K金鑲鑽手錶等產品。

高端產品攻年輕市場