

NEWS BRIEFS

China, Tod's, Art Basel and luxury advertisers – News briefs

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Chiara Ferragni wearing Tod's Gommino on Dots of Life

By STAFF REPORTS

Today in luxury marketing:

[Tough times for luxury retail in China](#)



Luxury retailers in China are suffering amid an anti-corruption drive and uncertain economic outlook and they're unlikely to recover anytime soon, analysts say, CNBC reports.

[Click here to read the entire story on CNBC](#)

[Andrea Incontri named Tod's men's creative director](#)

Tod's has appointed Andrea Incontri as menswear creative director with a focus on ready-to-wear, according to WWD.

[Click here to read the entire story on WWD](#)

[Art Basel 2014 highlights](#)

Art Basel may now have branches in Miami and Hong Kong, but the original Swiss fair

remains the world's pre-eminent commercial showcase for modern and contemporary art, according to the Telegraph.

[Click here to read the entire story on the Telegraph](#)

[Publicis, Condé Nast and Google in bid to woo luxury advertisers](#)

French advertising company Publicis Groupe has long had connections to the finer things in life, per Variety.

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