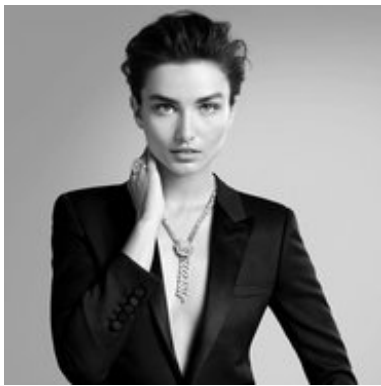


NEWS BRIEFS

Bergdorf Goodman, De Beers, Middle East and Tesla – News briefs

August 14, 2015



De Beers' Natural Brilliance campaign

By STAFF REPORTS

Today in luxury marketing:

[Ellen DeGeneres and Bergdorf Goodman getting together for fashion pop-up](#)

Come September, Ellen DeGeneres will pop up in New York. She'll tape two shows at an as-yet-unconfirmed Gotham location, and her ED by Ellen collection will open at one of the world's great bastions of luxury, Bergdorf Goodman, according to Women's Wear Daily.

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[Meet the 29-year-old head designer behind De Beers' diamond jewelry](#)

De Beers may be an institution in the glittering world of luxury jewelry—its name at this point is a veritable synonym for “diamonds”—but that does not mean the company shies away from progressive thinking. Just ask Hollie Bonneville Barden, De Beers' head designer, says The Observer.

[Click here to read the entire article on The Observer](#)

Wanted: Arab brand ambassadors

The luxury industry faces a catch-22 in the Middle East where brands encounter major obstacles casting Arab celebrities for ad campaigns and magazines, per Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

Tesla's new deal: Fewer cars, more shares

Tesla Motors, having sent its stock into a funk with weak vehicle delivery numbers, has apparently saved the day by delivering more shares, reports the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)

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