

NEWS BRIEFS

Chinese tourism, Chanel, fragrance and Tesla – News briefs

October 23, 2015



Cara Delevingne for Tom Ford Beauty

By STAFF REPORTS

Today in luxury marketing:

[Britain lowers price of tourist visas for Chinese to aid luxury sector](#)

Britain plans to make it easier for Chinese tourists to acquire visas, the government said on Oct. 21 during a state visit by President Xi Jinping of China, in a move welcomed by the luxury goods and hospitality industries, reports The New York Times.

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[France's Chanel buys Napa Valley wine maker](#)

French luxury goods provider Chanel has acquired Napa Valley's St. Supry Estate vineyards and Winery for an undisclosed sum, adding a Californian brand to its portfolio of Bordeaux wines, according to Reuters.

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[Fragrance is down, but hope remains](#)

"Fragrances have been growing at about four points less than the rest of the market, and there's something we need to crack there." This admission, made by Alexandre Choueiri, president of international designer collections at L'Oral Luxe USA, was echoed by fellow industry experts on Thursday night at the Fragrance Foundation's Fragrance Forum 2015, held at the French Institute Alliance Francaise, per Women's Wear Daily.

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[Tesla's best celebrity evangelist emerges: It's Stephen Colbert](#)

When "The Late Show With Stephen Colbert" debuted on CBS last month, the host chose Elon Musk, the chief executive officer of Tesla Motors Inc., as one of his first guests, says Bloomberg.

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