

NEWS BRIEFS

Prada, luxury candles, Galeries Lafayette and Tesla – News briefs

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Prada spring/summer 2016

By STAFF REPORTS

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Today in luxury marketing:

Prada makes adjustments amid slow sales

In late 2013, as the luxury sector was hitting the skids, Patrizio Bertelli was feeling bullish. The chief executive of Prada SpA and husband of designer Miuccia Prada announced plans to hire 400 new employees and open new factories over the objections of senior lieutenants who said costs were already far too high, reports the Wall Street Journal.

Click here to read the entire article on the Wall Street Journal

What ignited our burning desire for luxury candles

Ever since French candle brand Diptyque first opened its New York City flagship on ritzy Madison Avenue, shoppers have raced to the store as soon as the annual holiday collection drops in early November, says Racked.

Click here to read the entire article on Racked

Nicolas Houz's strategy for the future of Galeries Lafayette

With Paris still reeling from the terror attacks that killed 130 people on November 13, the iconic department store Galeries Lafayette might be a strong beacon of optimism in a city that has lived through one of its darkest years since the Second World War, per Business of Fashion.

Click here to read the entire article on Business of Fashion

Tesla in stand-off over lithium supply

On the edge of the Nevada desert, Tesla, the electric carmaker, is building the world's largest battery plant, according to the Financial Times.

Click here to read the entire article on the Financial Times

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