

NEWS BRIEFS

Megadeals, Jean Paul Gaultier, Gucci and Tesla – News briefs

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Image from Gucci Gifting campaign for 2015

By STAFF REPORTS

Today in luxury marketing:

[A new year could trigger megadeals in fashion](#)

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Fashion's big spenders might be ready to commit in 2016, reports Women's Wear Daily.

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[Jean Paul Gaultier perfumes have moved in-house at Puig](#)

The Spanish company is a major player in the fragrance market and works with the likes of Comme des Garçons, Prada, and Valentino. It's had a hand in Jean Paul Gaultier fashion over the last four years, but has kicked 2016 off by switching things up and moving the perfume business completely in house, says Sunday World.

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[Luxury slowdown could delay Gucci revamp](#)

Gucci is heading into the eighth year of its makeover, just as China's slowdown puts the luxury business under pressure. Parent company Kering has picked a difficult time to bring in new management duo Marco Bizzarri and Alessandro Michele. Resuscitating the group's most important brand could take longer than expected, per Reuters's blog Breakingviews.

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[Fire consumes Tesla Model S in Norway at recharging station](#)

Tesla officials are investigating a mysterious fire that destroyed a Model S sedan Jan. 1 at one of the company's Supercharger stations in Kristiansand, Norway, about 200 miles southwest of Oslo, the capital, according to Automotive News.

[Click here to read the entire article on Automotive News](#)

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