

NEWS BRIEFS

Chanel, Tag Heuer, Jimmy Choo and influencers – News briefs

January 29, 2016



Kate Hudson for Jimmy Choo

By STAFF REPORTS

Today in luxury marketing:

[Wertheimer takes reins at Chanel after Chiquet pushed out](#)

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Alain Wertheimer, Chanel's chairman and co-owner, is to assume management of the company following the surprise ouster of Maureen Chiquet, its global chief executive officer since 2007, says Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[Tag Heuer to undercut rivals with cheapest Swiss tourbillon](#)

Tag Heuer will undercut rivals with the least expensive Swiss-made chronograph featuring a tourbillon as the industry lowers prices to gain market share, reports Bloomberg.

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[Jimmy Choo sales step ahead as Asian shoppers snap up shoes](#)

Jimmy Choo reported rising sales in 2015 as Asian shoppers snapped up its luxury shoes, per The Guardian.

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

[New platform Launchmetrics can help fashion publicists track the "influence" of front row guests](#)

Fashion GPS, a widely used tech system that helps industry folks track Fashion Week invites, RSVPs designer samples and more, has announced its merge with Paris-based Augure, an influencer marketing software with a multimillion-strong database, according to Fashionista.

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