

NEWS BRIEFS

Fashion houses, magazines, cruise lines and Bentley – News briefs

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Illustration of Lanvin's Alber Elbaz

By STAFF REPORTS

Today in luxury marketing:

The risks of changing creative directors

Changing the guard at the creative helm of a major fashion house is capital-intensive but can reap great rewards. What's at stake when fashion houses cycle through designers? asks Business of Fashion.

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Magazine execs mull the future of industry

What is a magazine today? Is it a brand? Is it one element of a multiplatform media company? Or is it a vestige of a struggling print industry that will soon be replaced by digital and social media content? per Women's Wear Daily.

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Submarines and jets may well be the future of cruising

"You either grow or die." To Edie Rodriguez, president and chief executive officer of Crystal Cruises, those words weren't just lip service for the journalists and VIPs gathered in the Seychelles recently; they're a rallying call for a brand that's won a raft of travel magazine reader polls since its founding in 1988 but has never grown beyond two midsize cruise ships until now, says Bloomberg.

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Bentley at work on a sporty SUV

Bentley is developing a sportier, coupelike version of the Bentayga, the ultraluxury brand's first SUV, according to Automotive News.

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