

NEWS BRIEFS

Luxury services, Valentino, Tag Heuer and Bentley – News briefs

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Valentino fall/winter 2016 campaign

By STAFF REPORTS

Today in luxury marketing:

The best luxury services are customized, not standardized

You check into your \$1,000-a-night luxury suite. Your bathroom is lovely, stocked with shampoo, body wash, lotions, soaps. Your towels are plush, plentiful, neatly folded. This is great. But where's the hair spray? You have a meeting in an hour. You need hair spray, per Harvard Business Review.

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Valentino's magic number: Brand tops \$1B in sales

Valentino has joined the \$1 billion club two years earlier than it expected, reports Women's Wear Daily.

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

Why a \$16K tourbillon watch is considered a steal

With a price tag of \$15,950, the new Carrera Heuer-02T wristwatch from Tag Heuer a brand often associated with "starter" Swiss luxury watches under \$3,000 may strike budget-minded consumers as "mind boggling," as one watch site, Monochrome, put it; perhaps even "incredible," in the words of another, Hodinkee, says The New York Times.

[Click here to read the entire article on The New York Times](#)

Bentley considers higher 2017 output of Bentayga SUV

Bentley is considering an increase in production of its Bentayga, the world's most expensive SUV, CEO Wolfgang Duerheimer said, per Automotive News.

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