

NEWS BRIEFS

Chanel, auction houses, Tod's and Mercedes – News briefs

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Promotional image for Chanel Coco Stylo & Le Vernis

By STAFF REPORTS

Today in luxury marketing:

[Chanel employees claim no overtime pay or rest breaks](#)

A lawsuit on behalf of employees in the shipping department of Chanel Inc. has been filed against the luxury brand in a California court, reports Women's Wear Daily.

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[Sotheby's and Christie's adapt to digital age](#)

The top art auction houses had a carefree and comfortable time of it for most of the first couple of centuries of their existence, but lately they have been hustling to adjust to a radical transformation of their industry. New digital technology and new customers with new attitudes in new places, along with new competition from deft and nimble upstarts eager to cater to them, have forced the dominant companies, Sotheby's and Christie's, to develop new ways to do business, says The New York Times.

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[Tod's says can meet 2016 consensus despite weak same-store sales](#)

Italian luxury goods group Tod's is confident it can meet market expectations for a 5 percent rise in revenue this year and improve its core profit margin despite falling comparable store sales so far in 2016, according to Reuters.

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[Mercedes poised to overtake BMW as luxury leader](#)

Mercedes-Benz is completing a decade-long rejuvenation with the new E-Class sedan this month, capping an unprecedented flurry of fresh models that have brought rapid expansion but will make future growth tougher to deliver, reports the Chicago Tribune.

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