

NEWS BRIEFS

Maison Michel, watches, Porsche and Faberg – News briefs

March 25, 2016



Faberg's third Imperial Egg

By STAFF REPORTS

Today in luxury marketing:

[Chanel tips its hat to ecommerce](#)

Venturing further into ecommerce, Chanel on March 23 launched online selling in Europe for hatmaker Maison Michel, one of its specialty ateliers, says WWD.

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[Jean-Claude Biver: "The watch industry is not in trouble, the world is"](#)

Sitting on the top floor of Hublot's shiny black Baselworld stand, Jean-Claude Biver, the man at the head of LVMH's watch division, is venting. I've asked him why the Swiss watch industry is flagging, and he's not very happy about it, reports Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

[Volkswagen, Porsche recall about 800K SUVs to check pedals](#)

Volkswagen and its Porsche unit on March 24 said they were recalling more than 800,000 VW Touareg and Porsche Cayenne sports utility vehicles as a precautionary measure, to fix a potentially faulty component on the pedal mechanism, per Reuters.

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

[The history of the Faberg imperial Easter eggs](#)

As we fast approach the Easter bank holiday weekend, we chart the history of the world's most luxurious Easter eggs, created by legendary jeweler Faberg for the Russian royal family, according to Luxury London.

[Click here to read the entire article on Luxury London](#)