NEWS BRIEFS

BMW, Balmain, haute technology and Japan – News briefs

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Lanvin Japan sketch

By STAFF REPORTS

Today in luxury marketing:

BMW plotting ultra-luxury X7 worth $100K

Besides the seven-seat X7 that will compete directly with the Mercedes GLS, there will be a four-seat version of the X7 that will sell for over $100,000. This is part of a larger move to introduce new Grand Klasse (GKL) models into the lineup, with the uber-luxury treatment also coming to the 7-Series sedan, reports Auto Guide.

Click here to read the entire article on Auto Guide

The business of Balmain's big hair swap

When famous "besties" Kendall Jenner and Gigi Hadid opened Balmain's Paris fashion show earlier this month, wearing hairpieces in each other's natural hair color Kendall went blonde, while Gigi went brunette it sparked an avalanche of press and social media mentions (not surprising given their combined Instagram following of roughly 67 million). But much less known is the origin of the wigs, made by the under-the-radar Balmain Hair, once a licensing business, which its owners say now operates "like a division of Balmain" and has plans to expand, according to Business of Fashion.

Click here to read the entire article on Business of Fashion

Haute technology: The otherworldly designs shaping fashion's future

Technology is creating new ways to do and make and even dream, ushering in a whole new era for the fashion world, per CNN Style.

Click here to read the entire article on CNN Style

Japan's luxury and lifestyle markets a magnet for investors

Tokyo's Ginza district is home to all things luxury. Swarovski is an Austrian family company which has grown into a big brand name, known worldwide for its crystal products.It has been in Japan since the 1970s and now boasts 115 shops, reports Euro News.

Click here to read the entire article on Euro News

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