

NEWS BRIEFS

Chanel, data, Tomas Maier and China – News briefs

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Chanel haute couture spring/summer 2016

By STAFF REPORTS

Today in luxury marketing:

[Karl Lagerfeld puts models in motion for Chanel](#)

When Karl Lagerfeld decides on the accessories he puts on the Chanel runway, he considers the age and maturity of each model. That's because the seasoned ones really know how to move. "Young girls have a problem managing handbags. Runway horses, they know how to do that," he said, referring to catwalk thoroughbreds who are graceful on heels and know how to work any outfit, says WWD.

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[Data alone can't decode the fashion consumer](#)

As another fashion month has come and gone, it's clearer than ever that our sartorial psyche and shopping behaviors are as close to our phones and computers as our fingers are. We can express our personal style, discover new brands and buy items with just a few swipes. And e-commerce which, by 2018, is expected to generate \$86 billion in sales of apparel and accessories in the U.S. alone is playing a critical role in shaping the fashion industry at large, reports Business of Fashion.

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[Meet the man who makes the perfect dress shirt](#)

One of the first things fashion designer Tomas Maier produced when he started his own label 19 years ago was a bikini, per Bloomberg Pursuits.

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[Luxury fashion and jewelry brands dive into China's hospitality and real estate sectors](#)

Facing a slowdown in China's luxury market, many luxury brands are diversifying their portfolios in a variety of ways. They've not only been opening cafes and restaurants to complement their shops in malls across China, but they're also investing big in the hospitality and real estate industries with opulent new luxury hotels and residences in first-tier cities and beyond. In some cases, these brands have well-established hotel chains in luxe tourist destinations across Europe, but a large share of scheduled openings are concentrated in Asia as they work to cater to the flow of Chinese tourism, according to Jing Daily.

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

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