

NEWS BRIEFS

Chanel, Hedi Slimane, Hugo Boss and Lexus – News briefs

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Hugo Boss spring/summer 2016 collection

By STAFF REPORTS

Today in luxury marketing:

[Chanel opens fine jewelry boutique inside Bergdorf Goodman](#)

Chanel today opened a fine jewelry-dedicated boutique in Bergdorf Goodman, its first-ever within a multibrand retailer.

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[How Hedi Slimane presaged fashion's Instagram obsession](#)

Today, of course, it's de rigueur to leave a trail of images in real time as you progress through the world, but in 2006 pre Instagram and pre-Tumblr it was highly unusual. Back then, high-quality photography was created for consumption in print; the digital realm was viewed with suspicion. Hedi Slimane Diary was pioneering in the way it was conceived as a purely web-based project, Slimane recognizing very quickly that images could be put online almost instantly, free of space constraints and the requirements of magazine editors, says Business of Fashion.

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

[Hugo Boss replaces brand chief with company veteran amid turmoil](#)

Hugo Boss AG, the embattled German fashion house, said its top brand manager is leaving the board and will be replaced with an industry veteran who is returning for his third stint at the company.

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

[Lexus GS F: A luxury car with a steroid habit](#)

Two thousand, or thereabouts. That's how many of these pharmaceutically enhanced, dripping-with-brakes Lexus GS Fs the company will import into North America this year, the brand's makers say. That's about the same number of 488 GTBs that Ferrari will send stateside, or Lamborghini its Huracan. This finely feathered Lexus is one rare bird.

[Click here to read the entire article on the Wall Street Journal](#)