

NEWS BRIEFS

Private clients, Alber Elbaz, Rolex and Mercedes – News briefs

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Illustration of Lanvin's Alber Elbaz

By STAFF REPORTS

Today in luxury marketing:

[The growing business of private clients](#)

Scan the front row at just about any major runway show and past the hunched-over editors, high-wattage celebrities and stoic buyers you will likely spy a cluster of private clients. Typically dressed in the designer's garb, not unlike a fan wearing a band t-shirt to a rock concert, these brand devotees many of whom spend well into the six figures, sometimes seven, on designer clothing each year can help a brand hit its quarterly sales targets, according to Business of Fashion.

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[Alber Elbaz navigates fashion world post-Lanvin](#)

Alber Elbaz on May 4 visited The New School's Parsons School of Design to discuss his life after Lanvin with Paper magazine founder/editor/publisher Kim Hastreiter and fashion consultant Julie Gilhart, says Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[The Rolex Daytona is the hottest watch that money can't buy](#)

Imagine if Apple released a new iPhone, but no one could buy one, no matter how early you lined up. Imagine if Tesla answered the 400,000-plus pre-orders for the new Model 3 by making a few hundred. Imagine if Gordon Ramsay opened a power-lunch restaurant with only two tables, per The New York Times.

[Click here to read the entire article on The New York Times](#)

[Daimler plans \\$574M engine factory in bid to pass BMW](#)

Daimler AG Mercedes-Benz is investing about 500 million euros (\$574 million) to build an engine plant in Poland as the luxury-car brand expands to overtake rival BMW, reports Bloomberg.

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