

NEWS BRIEFS

Burberry, Dior, Mandarin Oriental and Tesla – News briefs

May 9, 2016



Dior's spring/summer 2016 runway show

By STAFF REPORTS

Today in luxury marketing:

[Burberry looks to back up CEO Christopher Bailey](#)

Burberry is considering the appointment of a senior manager to support its chief executive, Christopher Bailey, following investor concerns over disappointing trading and a sharp fall in the luxury group's share price, according to the Financial Times.

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[Dior struggles to find the right fit in its search for a designer](#)

Christian Dior, one of the world's biggest and most famous fashion brands, is struggling to find a creative director more than six months after the abrupt departure of Raf Simons, reports Reuters.

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[As the luxury landscape changes, Mandarin Oriental continues steady on its path](#)

During a media lunch held on May 5 at its hotel here in New York, Mandarin Oriental Hotel Group confirmed it expects to open properties in Doha and Beijing by the end of 2017. The additions will push its current network to 31 properties and comes on the heels of recent openings in Milan and Marrakech, says Forbes.

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

[Tesla needs more than Elon Musk](#)

Ever since Tesla Motors' initial public offering, a debate has raged between bears and bulls over whether the company is a highly overvalued automaker or a potentially undervalued tech company. The bulls' case – which holds that the maker of electric cars would be better compared to companies such as Apple and Amazon than automakers such as GM and Ford – has propelled Tesla to market valuations that have titans of the car game both baffled and envious, per Bloomberg.

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

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