

NEWS BRIEFS

Paris retailers, Coach, red carpet jewelry and influencers – News briefs

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Chopard earrings promoted during the Cannes Film Festival

By STAFF REPORTS

Today in luxury marketing:

[Sunday opening proves elusive for Paris department stores](#)

Le BHV Marais will be the first Paris department store chain to open on Sundays, beginning in July, after a deadline for union negotiations expired at midnight on May 12, with the majority of labor representatives favorable to the measure, reports Women's Wear Daily.

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[At Coach, it's a new day](#)

The brand transformation at Coach announced by Victor Luis on June 19, 2014 is gaining traction. We are six quarters into its new modern luxury positioning, replete with new full price and outlet store formats, new accessories and lifestyle product, extensive PR and social media, as well as limited-edition capsule collections at world renowned fashion specialty stores including Barneys New York and Colette (Paris, France), says The Robin Report.

[Click here to read the entire article on The Robin Report](#)

[When it comes to red carpet jewelry, "elegance is refusal"](#)

Sumptuous jewels became famously associated with the Cannes Film Festival thanks to Elizabeth Taylor, according to The New York Times.

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[A marketing executive reveals that the industry has spent too much money on social media stars](#)

Instagram, YouTube, and Snapchat stars have replaced celebrities as the new normal for marketers and retailers. Generation Z in particular craves authenticity, and social media stars provide them with just that, per Business Insider.

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