

## NEWS BRIEFS

# Givenchy, Four Seasons and Lexus – News briefs

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By STAFF REPORT'S



Today in luxury marketing:

[Susan Whiteley appointed CEO of Givenchy Couture](#)

Givenchy Couture has named Susan Whiteley its new CEO, effective next month, according to WWD.

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[Four Seasons Web site revamp: Chef stories, guest videos and more](#)

The luxury Four Seasons hotel chain later this year will unveil a stylish, new customer Web site that will feature customers' videos of hotels, stories about hotel chefs and other

hotel personalities, and smart technology that learns customers' travel patterns, according to the USA Today.

[Click here to read the entire story on USA Today](#)

[Lexus thinks young for hybrid](#)

Lexus is putting together what it calls its "largest campaign in scope and diversity," to launch the CT 200h entry-luxury hybrid, according to The Car Tech blog.

[Click here to read the entire story on The Car Tech blog.](#)

[Montblanc honors 10th anniversary of PuristS](#)

Watchmaker Montblanc is to honor the tenth anniversary of the PuristS family of horology and luxury Web sites with a new timepiece, according to Watch Shop.

[Click here to read the entire story on Watch Shop](#)

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