

NEWS BRIEFS

## China, luxury beauty, Kim Kardashian: Hollywood and Audi – News briefs

June 27, 2016



*Karl Lagerfeld with Kim Kardashian on the reality star's app*

By STAFF REPORTS

Today in luxury marketing:

### Casual style contributing to China's luxury fatigue

As Chinese consumers gain confidence in their own sense of style, some are starting to ditch luxury for leisure. The luxury drift in China is often explained as a reaction to the country's economic slowdown and the government's distaste for overt displays of opulence. However, underlying this shift is a unique transition of China's cultural, political and street dynamics, reports Business of Fashion.

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### How the chic shop: Talking luxury beauty at Fivestory

In an era in which luxury has become commoditized, Fivestory, the multibrand fashion boutique located in a townhouse on tony East 69th Street, attracts a sophisticated, savvy clientele with an individualized approach to style. Recently, Fivestory and Cle de Peau teamed up to offer its top customers a skin care and makeup masterclass. We sat down with five of them to discover more about their approach to beauty. A lively group that included an art consultant, an interior designer and an attorney, the women were beauty connoisseurs whose knowledge rivaled that of a professional, per Women's Wear Daily.

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### Do brands benefit from being in Kim Kardashian: Hollywood?

It's been two years since Kim Kardashian West unleashed her mobile game "Kim Kardashian: Hollywood" to the masses, and with more than 45 million downloads and \$157.8 million in (non-GAAP) revenue as of the end of March, it goes to show that Glu Mobile hit the big one when it decided to digitize the reality star mogul. (Our own review provides further evidence as to how borderline-addictive the game can really be.) And they're not the only ones who have benefited. Shortly after launching, the game opened itself up to brands hoping to get their names in front of its millions of players, according to Fashionista.

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

### Audi challenges Tesla in race to extend power of electric cars

Audi is preparing to challenge Elon Musk's Tesla Motors Inc. in making electric cars, betting that its decades of experience in designing traditional automobiles will help it trump the Silicon Valley startup, says Bloomberg.

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