

NEWS BRIEFS

## Creative directors, Swatch Group, tourist spending and Tesla – News briefs

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*Burberry's runway show in February 2016*

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By STAFF REPORTS

Today in luxury marketing:

[At creative helm of a fashion brand, which configuration works best?](#)

Burberry's recent announcement that Christopher Bailey will hand over the title of chief executive to Cline's Marco Gobbetti, becoming the company's president, alongside his continuing duties as chief creative officer, has sparked fresh discussion over the changing role of a creative director and the ideal way to configure creative leadership at a top luxury brand, per Business of Fashion.

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[Swatch plunges as luxury malaise spreads from Asia to Europe](#)

Swatch Group AG shares plunged as the watchmaker warned of a collapse in first-half profit and cut sales guidance for the year, adding to a luxury malaise that has spread from Hong Kong to other top markets such as France and Switzerland, reports Bloomberg.

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[Global Blue, Barclays point to further decline in tourist spend](#)

Tourist spend globally, and in Europe, continued to deteriorate in June, and the problem is only set to worsen following a suspected terrorist attack on Thursday in Nice, France that killed at least 84 people, says Women's Wear Daily.

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[Tesla won't be able to put crash defense on Autopilot](#)

Telling Tesla drivers its Autopilot feature doesn't mean their cars can drive themselves may not be enough to keep Elon Musk off the hot seat if the technology comes up short, according to Automotive News.

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