

NEWS BRIEFS

## Corneliani, Chinese tourists, Zenith and Audi – News briefs

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*Corneliani, spring/summer 2016*

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By STAFF REPORTS

Today in luxury marketing:

### [Corneliani taps Paolo Riviera as CEO](#)

A month after the sale of Corneliani to Investcorp, the Italian men's wear company appointed Paolo Riviera as its new chief executive officer, effective Sept. 5, according to Women's Wear Daily.

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### [Forget Golden Week, the biggest global Chinese travel season is now](#)

As anyone who has visited a U.S. national park this summer can attest, peak Chinese tourism season has arrived. With continued strong growth in Chinese tourism worldwide, the summer of 2016 will see more Chinese tourists traveling overseas than ever before, per Jing Daily.

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

### [Zenith watches collaborates with Cohiba Cuban cigars](#)

Zenith sprang something of a surprise when it announced its partnership with Cohiba, the famed cigar brand that's one of Cuba's most treasured exports, which celebrates its 50th anniversary this year. Apart from the obvious crossover that watch collectors tend to like fine cigars and vice versa and the equally shared craftsmanship, there doesn't seem much to connect the two, says The Telegraph.

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

### [VW's Audi will miss 2016 profitability goal](#)

Volkswagen's luxury division Audi will miss its benchmark for profitability this year as costs for the diesel emissions scandal and possible recalls of cars fitted with Takata Corp airbags are weighing on results, reports Reuters.

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