

NEWS BRIEFS

Chlo, French tourism, China and Burberry – News briefs

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Chlo at Port Eliot Festival 2016

By STAFF REPORTS

Today in luxury marketing:

[Chlo takes Port Eliot](#)

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Festival-goers: You may be laboring under the impression that Festival Fashion (it's now a proper noun) is about pointless hair accessories, denim cut-offs and that X-Factor presenter grappling with industrial volumes of leather fringing. To you, we present Chlo, at Port Eliot, per British Vogue.

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

[French tourism falls victim to terror attacks](#)

At the annual Paris-Plages event tourists and locals share bottles of ros and lounge on artificial beaches on the banks of the Seine. This year, the merrymakers have been joined by a less jovial group: camouflaged soldiers with automatic rifles hanging from their shoulders, reports the Financial Times.

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[Report reveals China's luxury market back to "rational growth"](#)

Chinese consumers have been famous for their enthusiasm for luxury products in recent years, but a report said the country's luxury market is returning to a "rational growth," according to China.org

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[Burberry puts more emphasis on the Chinese market as it buys up its remaining retail operation stakes](#)

Asia has proved a mixed bag for UK businesses in recent months, with some banks doing everything they can to maneuver out of the continent as volatility continued to rock markets, says City A.M.

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