

NEWS BRIEFS

## Fendi, Dior, small luxury hotels and China – News briefs

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*Kendall Jenner for Fendi, fall/winter 2016-17*

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By STAFF REPORTS

Today in luxury marketing:

[How Fendi went from leather goods to Lagerfeld](#)

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In 1926, Adele and Edoardo Fendi opened a fur-and-leather shop in the center of Rome, on the Via del Plebiscito. The shop became the label now known as Fendi the same brand that asked models Kendall Jenner and Bella Hadid to walk on water at the Trevi Fountain last month, ten minutes from the store's original location. In the 90 years since its conception, Fendi has dressed bicycles in fur, repurposed gold leaf as eye shadow, and reestablished the meaning of the word "baguette" (see: Carrie Bradshaw correcting her mugger's terminology). Kanye West sported Fendi's logo on his own head, back in his pink-polo days, says The Cut.

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

[Dior to host Guggenheim International Gala with Maria Grazia Chiuri as co-chair](#)

Dior will host the Guggenheim International Gala for the fourth year in November with the brand's newly appointed creative director Maria Grazia Chiuri signed on as co-chair and the musician Banks enlisted to perform, reports WWD.

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[Making a case for small luxury hotels](#)

A decade ago hotel marketing was full frontal with Heavenly Beds, bath butlers, double points, gift and affinity cards, and battles over the highest thread count and types of marble in the bathroom. Stuffy restaurants were dusted off, and celebrity chefs moved in, presenting glitzy temples where style sometimes outweighed substance. Press releases were churned out celebrating new toiletries. In other words, the spotlight was on the hotel and the brand, as well as the other successful brands that hotels could partner with to shine the light even more brightly inwardly, according to Forbes.

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

[China continues duty-free expansion to keep luxury spending at home](#)

As the Chinese government loses out on a massive amount of revenue thanks to Chinese consumers' preference to buy luxury goods abroad, it's increasing the number of duty-free offerings with the hope that jet-setting shoppers will keep more of their spending on the mainland, per Jing Daily.

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

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