

NEWS BRIEFS

Dior, China, Boglioli and Australia – News briefs

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Image courtesy of Boglioli

By STAFF REPORTS

Today in luxury marketing:

[Dior's Peter Philips takes a hands-on approach](#)

The unseasonable cold, gray and drizzle outside on this late June day does nothing to dampen the excitement glowing inside a factory near Orlans, a city in central France. From its metal walkway suspended dozens of feet above a sprawling linoleum floor, the view stretches on rows of cardboard boxes and gleaming machines, says Women's Wear Daily.

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[What's stopping luxury goods groups in China moving from bricks to clicks?](#)

China's luxury consumers are moving beyond bricks and mortar and going online for their next python-skin handbag fix, and high-end fashion houses and retailers will have to follow them, analysts warn, per CNBC.

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

[Meet Gucci's former head of tailoring who's now revamping Boglioli](#)

Five years ago, when the online #menswear movement hit a critical mass, Boglioli was known mostly to industry insiders, magazine editors and sharp-as-hell Milanese men who all coveted the label's innovative "soft" jackets: unstructured, unlined and garment-washed to look and feel like you've been living in them for years, according to GQ.

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[Australia binges on luxury cars as living standards drop](#)

Aussies are buying Bentleys, BMWs and Mercedes in record numbers even as living standards fall in a sign that rising inequality seen in the developed world is spreading Down Under, reports Bloomberg.

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