

NEWS BRIEFS

## Marc Jacobs, Chanel, shoppable video and BMW – News briefs

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*Peyton Knight for Marc Jacobs x M2M's OffBook*

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By STAFF REPORTS

Today in luxury marketing:

[Marc Jacobs moves show time and venue](#)

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The game of musical chairs that is the New York Fashion Week calendar this season continues, with Marc Jacobs moving up and out of his typical Park Avenue Armory venue and 6 p.m. time slot on Thursday, the final day of the shows, says WWD.

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

[Luxury spending slump hit Chanel's 2015 profit and sales](#)

French luxury goods maker Chanel was hit hard by the luxury spending slump last year, leading to a sharp drop in profit and sales, according to figures filed with the Amsterdam exchange, reports Reuters.

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

[Here's how shoppable video will \(finally\) work](#)

The dream of being able to buy a product directly from a TV show dates back to the beginning of the new millennium. At industry conferences around the world, executives spoke longingly of a future in which viewers of the then-popular sitcom Friends could see star actress Jennifer Aniston wearing a fashionable sweater, and then, with the push of a button, purchase that very sweater for themselves, per Venture Beat.

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

[BMW plans a coupe to put boring 7-Series back in luxury race](#)

Less than a year after BMW introduced the latest iteration of its flagship 7-Series, a roomy sedan that can park itself via remote control, the automaker has quietly conceded that it landed with a thud. Even so, the \$81,500 car is so vital to the bottom line that BMW is doubling down with a coupe variant, according to Bloomberg.

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

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