

NEWS BRIEFS

## Savile Row, Elie Saab, Apple and Yoox – News briefs

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*Elie Saab boutique in London*

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By STAFF REPORTS

Today in luxury marketing:

[Savile Row's next generation](#)

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"Here you go," says Campbell Carey, the recently appointed creative director at Huntsman, a 167-year-old tailoring house on London's Savile Row, who has been rooting around in his store, per the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)

[Elie Saab ignites retail expansion with London flagship](#)

Elie Saab is out to widen perceptions of his fashion house. And his new London flagship at 24 Bruton Street gets right down to business the moment customers cross the threshold of the 18th-century town house and alight on a floor dedicated to accessories, leather goods and daywear, says Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[Death of Apple's \\$17K gold watch leaves Swiss rivals smiling](#)

While Apple Inc. fans obsessed over the lack of a headphone jack in the company's latest iPhone, its updated smartwatch also had a notable omission: over-the-top bling, according to Bloomberg.

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

[Why Yoox is overhauling its Web site](#)

On September 16, Yoox will unveil a new website, mobile site and app, featuring a sleeker, more luxurious appearance and new editorial content streams that take a leaf out of sister company Neta-Porter's book, reports Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

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