

NEWS BRIEFS

Burberry, ecommerce, Audi and luxury hotels – News briefs

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Burberry promotional image for September Collection 2016

By STAFF REPORTS

Today in luxury marketing:

[Burberry CEO sharpens focus on the brand as he prepares to hand over reins](#)

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Christopher Bailey rolled out on Monday night one of his highest-profile initiatives as chief executive of Burberry Group PLCallowing shoppers to buy his latest collection immediately after the models sashay down the runway.

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

[Storytelling is key to online success for Ermenegildo Zegna, Mr Porter](#)

Tailored clothing is still a tough sell online. But thanks to a focus on casualwear, the new partnership between Ermenegildo Zegna and Mr Porter has been a success, says Women's Wear Daily.

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

[VW's Audi head questioned over emissions scandal](#)

The head of Volkswagen's luxury car division Audi has been questioned by investigators looking into the company's emissions scandal, VW Chief Executive Matthias Mueller said on Tuesday, per Reuters.

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[Starwood Capital launching Principal, a luxury hotel brand](#)

Starwood Capital is launching a luxury hotel brand in the U.K. called Principal.

The brand, which will be formed out of what's now known as PH Hotels, will specialize in updating "grande dame" hotels in cities, said Starwood Capital (no affiliation with Starwood Hotels & Resorts), per Travel Weekly.

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

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