

NEWS BRIEFS

## Dior, Stella McCartney, fragrances and Tesla – News briefs

October 3, 2016



*Dior's spring/summer 2017 show*

---

By STAFF REPORTS

Today in luxury marketing:

[Chiuri at Dior targets millennials with eclectic wardrobe](#)

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Maria Grazia Chiuri, Dior's first woman designer, on Sept. 30 took the fashion brand in a new direction with a maiden eclectic collection aimed at connecting with young consumers and re-invigorating sales, says Reuters.

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

[Stella McCartney releases first environmental profit and loss account](#)

Stella McCartney has published its first environmental profit and loss account, which places a monetary value on the impact of its sourcing, manufacturing and selling practices, as the company confirmed separately that 2015 was its best financial year yet, according to Women's Wear Daily.

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

[Perfume shoppers swap celebrities for niche scents like sea salt](#)

Fabrizio Freda, the chief executive officer of Estee Lauder Cos., could tell the fragrance industry was changing by watching the members of his own family, per Business of Fashion.

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

[Luxury automakers to Tesla: We're coming for you](#)

The message from Dieter Zetsche was clear. Shortly after the Daimler chairman unveiled Mercedes-Benz's concept electric SUV at the Paris Motor Show Thursday, CNBC asked if the German automaker was fighting back against Tesla and its growing hold on the luxury electric car market, reports CNBC.

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

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.