

NEWS BRIEFS

Bulgari, Volvo, fashion identity and fragrances – News briefs

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Dolce & Gabbana is Vogue Arabia advertising partner

By STAFF REPORTS

Today in luxury marketing:

[Italy's Bourse watchdog deliberates administrative measure concerning Antonio Belloni](#)

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CONSOB, the Commissione Nazionale per le Società e la Borsa, the public authority responsible for regulating Italy's financial markets, has issued a decision that claims Antonio Belloni, group managing director of LVMH Moët Hennessy Louis Vuitton, revealed confidential and sensitive information to an investment firm based in Switzerland at the time of the French group's acquisition of Bulgari, reports Women's Wear Daily.

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

[Volvo is committing to becoming a luxury brand: The new model for Chinese executives doesn't even have a front passenger seat](#)

Volvo Car's new model S90 represents a radical bet on the luxury market. In the new luxury version of the model - called 'Excellence' - there's not even a front passenger seat, so forget about calling shotgun. It's been removed in favor of legroom, a fridge, and an infotainment system, and meant to appeal to Chinese executives, says Business Insider Nordic.

[Click here to read the entire article on Business Insider Nordic](#)

[Asserting a Muslim fashion identity](#)

Last week, quietly and without much fanfare, the 22nd global Vogue went live. Framed in striking black and gold, the glossy digital pages look, in many ways, much like any other international issue of the world's most powerful fashion magazine. There is a video interview with the star model Gigi Hadid, a colorful carousel of spring 2017 runway trends, a lavish editorial featuring the latest Chanel, and bright, chatty pieces about hot local brands and social media stars, according to the New York Times.

[Click here to read the entire on the New York Times](#)

How a luxury perfume is brought to market

International Cosmetics & Perfumes CEO Emmanuel Saujet discusses the complex process of bringing a luxury perfume to market and the myriad elements that go into creating a single scent, per The Wall Street Journal.

[Click here to watch the full video on The Wall Street Journal](#)

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