

NEWS BRIEFS

Herms, logos, Marriott and tiny Teslas – News briefs

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Image courtesy of Amarium

By STAFF REPORTS

Today in luxury marketing:

[Herms becomes plaintiff in case against former French security chief](#)

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Herms has become a civil claimant in a criminal case against France's former head of intelligence, Bernard Squarcini, a spokeswoman for the French luxury firm has confirmed, reports Women's Wear Daily.

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

[No logo: Why un-branded luxury goods are on the rise](#)

A scroll through Instagram can become a costly experience for Aadil Seedat, a search market executive, as his shopping list of luxury goods grows, according to CNBC.

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

[Marriott and Starwood reveal the future of their luxury brands](#)

It's been more than a year since Marriott International entered talks to buy Starwood Hotels & Resorts, and the speculation about which brands will survive, what the loyalty program will look like, timing, and more has been constant, says Bloomberg.

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

[You know what kids need today? Their own Teslas](#)

Randy Rullamas, a real-estate agent in Fremont, Calif., bought himself a Tesla last year, and then another for his wife. He thought he might as well get a matching one for his sons, 8 and 3, too. Theirs is pint-size, but it has almost as many bells and whistles as his Model S, with the same sleek lines, identical paint job and matching horn beep, per the Wall Street Journal.

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