

NEWS BRIEFS

Luxury's new name, Neiman Marcus, Herms and Mercedes – News briefs

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Promotional image for Herms Apple Watch

By STAFF REPORTS

Today in luxury marketing:

[Luxury isn't dead it just has a new name](#)

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It used to be true that a high-priced product was marketed as a luxury product. Generally, it had better components. A luxury car had more features, a luxury sweater felt softer, a luxury lifestyle product made you feel like you belonged in the wood-paneled den like the handsome couple in the picture, says Forbes.

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

[The man who brought Paris to Dallas](#)

My last memory of Stanley Marcus dates back to when I was 10, when he gently straightened my blazer one night in the Dallas restaurant Caf Pacific, where, in those days, he seemed to dine nearly every night of the week, mostly at the same window table. "Mr. Stanley," as we all knew him, was for decades our city's de facto mayor, who represented not the community we were but the community we aspired to be: urbane, cosmopolitan, au courant. I see now that the blazer straightening was the closest thing I've ever had to a baptism, an induction into the sacred cult of little things by the very high priest who had proved they made all the difference, per The New York Times.

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

[When the strap is as recognizable as the watch](#)

The Herms double-wraparound watch strap first appeared in 1998, on the wrists of catwalk models at a Paris fashion show. The company had no immediate plans to sell the strap, according to Philippe Delhotal, creative director at La Montre Herms, but it was quickly inundated with requests from potential customers, according to the Wall Street Journal.

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

[Mercedes-Benz all but locks down US luxury sales win for 2016](#)

Mercedes-Benz sold the most luxury autos in the U.S. again in November, virtually guaranteeing that the Daimler AG brand will take the full-year title from BMW, reports Bloomberg.

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