

NEWS BRIEFS

## Burberry, Gen Z, Ralph Lauren and Tesla – News briefs

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*Image from Burberry's September 2016 campaign*

By STAFF REPORTS

Today in luxury marketing:

[Burberry spurned takeover approaches from bigger US rival Coach](#)

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Burberry, the UK's biggest luxury goods retailer, rejected multiple takeover overtures from US fashion accessories group Coach in recent months, according to people briefed on the matter, per the Financial Times.

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

[Luxury brands seek a way into Generation Z](#)

Millennials, the much-studied generation whose behavior has seduced and puzzled luxury brands in equal measure, are no longer the sole focus for companies hoping to attract new customers: Generation Z, the label given to those born since 1995, is the latest target audience, thanks to their future purchasing power and the influence they hold over the spending of their parents and grandparents, according to The New York Times.

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

[Ralph Lauren on dressing Hillary Clinton, growing up in the Bronx and meeting the Queen in Bloomingdale's](#)

Opposite the soaring gold and glass of Trump Tower, and the phalanx of armed police and trellis of crash barriers that have reduced Fifth Avenue to two lanes, stands The Polo Bar, a favorite for fans of wholesome American food in soothing, dark paneled surroundings and the Polo Ralph Lauren store, says The Telegraph.

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

[Tesla opens gallery in Michigan mall](#)

Tesla Motors Inc. has set up shop in Michigan. After filing a lawsuit in federal court in September contesting the state's direct-to-consumer sales ban, the electric-vehicle maker on Thursday, Dec. 1, opened a one-car gallery 20 miles outside of Detroit, reports Automotive News.

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

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