

NEWS BRIEFS

Este Lauder, Tag Heuer, travel trends and Mercedes – News briefs

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Este Lauder products

By STAFF REPORTS

Today in luxury marketing:

[Este Lauder's annual shareholder meeting is a pampered affair](#)

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Evelyn Rochlin, 78 years old, came to a meeting at New York's historic Essex House hotel dressed head-to-toe in deep purple and realized too late that she had forgotten to apply lipstick. After explaining her dilemma to her hosts, she obtained a complimentary tube of Clinique Pop Lip Colour and, to her relief, applied it just in time, per the Wall Street Journal.

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

[Tag Heuer bucks downturn, expands in China: CEO](#)

Tag Heuer's renaissance is far from over, its chief executive told Reuters, adding the high-end watch brand still had room to expand in China and other markets after some of the strongest sales growth in the industry this year, according to Reuters.

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

[Top travel agents reveal what's hot in luxury travel for 2017](#)

Whether it's politics, long lines or trying to return something you bought on the Internet, some days it seems like we live in a world channeled by fictional network news anchor Howard Beale of those famous words, "I'm mad as hell, and I'm not going to take this anymore." As airlines, online travel agencies, and hotel groups have merged causing IT meltdowns, delays, lapses in services, confusion in benefits and stingier loyalty programs, more consumers are turning to humans to help them plan their travel despite advertising pleas by travel suppliers to "book direct." You've seen the ads I'm sure, says Forbes.

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

Mercedes-Benz poised to topple BMW as world's luxury-car king

Mercedes-Benz has built an all-but insurmountable lead over rival BMW in the race for the title of the world's biggest luxury-car brand, and that sales momentum looks set to continue through at least 2018, reports Bloomberg.

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

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