

NEWS BRIEFS

Beauty, luxury goods, Melania Trump and Mercedes – News briefs

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Lipsticks from Burberry, Dior and others

By STAFF REPORTS

Today in luxury marketing:

[Makeup sales expected to rise again in 2017](#)

Makeup might have outdone fragrance in terms of holiday sales a sign that indicates its likelihood to keep growing in 2017, per Women's Wear Daily.

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[In 2017's "new normal," luxury brands will have to work a lot harder to sell their pricey goods](#)

Last year was a bad one for many companies selling expensive fashion, handbags, and jewelry. For the first time since the financial crisis of 2008, the global market for personal luxury goods failed to grow, stalling at 249 billion (about \$258 billion), says Quartz.

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

[Stefano Gabbana reveals how he feels about dressing Melania Trump](#)

Another major designer has chimed in on the debate of dressing the future First Lady, reports Harper's Bazaar.

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[Dr. Z wins back luxury lead from BMW with Mercedes makeover](#)

Daimler AG Chief Executive Officer Dieter Zetsche stood on a stage in 2011 surrounded by milestones of Mercedes-Benz's 125-year history. Dressed in a somber dark-grey suit with a light-blue tie knotted tightly at his neck, he tentatively directed attention to the brand's future with the revival of founder Gottlieb Daimler's claim, "The Best or Nothing," according to Bloomberg.

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

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