

NEWS BRIEFS

Chanel, Mercedes, Chlo and luxury gyms – News briefs

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Swedish singers Say Lou Lou for Chlo

By STAFF REPORTS

Today in luxury marketing:

[Pharrell Williams adds handbag campaign to Chanel duties](#)

Pharrell Williams wears Chanel necklaces and tweed jackets with confidence and panache. He walked the runway at the Ritz Paris for the French brand last month and once composed a song for a Karl Lagerfeld-directed Chanel film, crooning that he wanted to "see, see (CC) the world," says WWD.

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[Mercedes reclaims luxury car sales throne](#)

Mercedes took the 2016 U.S. luxury title even though its sales for the year declined, but the results were still strong enough to beat Lexus and last year's winner, BMW, reports Autoweek.

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

[No comment from Chlo on Clare rumors](#)

Chlo has declined to comment on rumors that creative director Clare Waight Keller is set to depart the brand when her current contract comes to an end in March. Speculation has been mounting about the announcement since late last year, according to British Vogue.

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

[The case against luxury gyms like SoulCycle](#)

Early on weekday mornings, I often find myself panting and sweating beside strangers in a dark room. Riding stationary bicycles with nightclub music blaring in my ears isn't my idea of fun. But I turned to Flywheel's spinning classes after the YMCA next to my office shut down, and now I'm hooked, per Vox.

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

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