

NEWS BRIEFS

## Melania Trump, fashion designers, Dior and butlers – News briefs

January 18, 2017



*Dior spring 2017 campaign*

---

By STAFF REPORTS

Today in luxury marketing:

[Melania Trump turns to Ralph Lauren for inaugural week fashion options](#)

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

However inconsequential soon-to-be first lady Melania Trump's inaugural week wardrobe may seem in the grand scheme of the Trump administration, her selections carry great heft for the fashion world with Ralph Lauren seemingly as the frontrunner, reports Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[Luxury fashion designers struggle to adapt to digital era](#)

Is it possible to grow an exclusive brand in the digital world? asks The Wall Street Journal.

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

[Dior CEO on Maria Grazia Chiuri's debut](#)

Christian Dior chief executive Sidney Toledano has praised the work of the brand's new artistic director, Maria Grazia Chiuri, in scenes from the BBC's Life of Luxury documentary. Shot shortly after Chiuri's October debut for the French fashion house, Toledano was said to be "very pleased" with the result, per British Vogue.

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

[Rich Chinese, inspired by "Downton Abbey," fuel demand for butlers](#)

Mao once said that a revolution was not a dinner party. But with the communist revolution turning into opulent capitalism, China's rich are now making sure the dinner party settings are immaculate and the wine is poured just right, according to The New York Times.

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

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.