

NEWS BRIEFS

Safilo, Schiaparelli, luxury homes and Chanel – News briefs

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Chanel haute couture 2017

By STAFF REPORTS

Today in luxury marketing:

[Safilo Group partners with Seeone for distribution in South Korea](#)

Italian eyewear company Safilo Group has partnered with South Korean commercial eyewear operator Seeone for the exclusive distribution of its brands in the country's independent optical market, which excludes travel-retail shops. The deal takes effect on Feb. 1, says Women's Wear Daily.

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[Schiaparelli's Hollywood comeback](#)

From Tilda to Gwyneth, revived couture house Schiaparelli has quietly conquered the red carpet, reports The Hollywood Reporter.

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

[These luxury home mainstays may be gone in 20 years](#)

Some real estate amenities are eternal: a sweeping view across Central Park, for instance, or a doorman who knows your favorite driver. Others, though, might prove unexpectedly faddish: What seems like a must-have today could vanish in the developments of tomorrow, per Bloomberg.

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

[Karl Lagerfeld reinvents the Power Woman at Chanel Couture](#)

Karl Lagerfeld's Chanel shows have increasingly become something of a pulpit for the designer to expound upon his societal views. One year ago, he used a wood set and wood beading to reflect an environmentalist message, a theme also addressed in the label's Fall 2010 ready-to-wear, when a giant iceberg was carted into the Grand Palais, according to Vogue.

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

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