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NEWS BRIEFS

Richemont, awards season, Boglioli and Tesla – News briefs

January 31, 2017

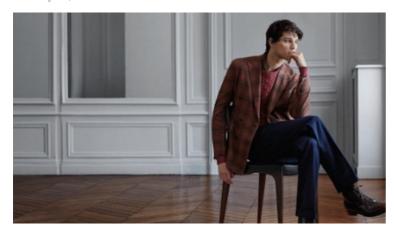


Image courtesy of Boglioli

By STAFF REPORTS

Today in luxury marketing:

4 Richemont brand CEOs said to depart as overhaul widens



Richemont plans to expand its management overhaul by naming new chief executive officers of four luxury brands including Alfred Dunhill, according to people familiar with the matter, reports Bloomberg.

Click here to read the entire article on Bloomberg

How social media turned Hollywood's beauty prep into marketing gold

Social media has pulled back the curtain on the behind-the-scenes process of Hollywood's beauty prep, unlocking major marketing opportunities for brands and the artists they work with, according to Business of Fashion.

Click here to read the entire article on Business of Fashion

Storied Italian men's brand Boglioli for sale

After the sale of Pal Zileri to Qatar-based Mayhoola Group and Corneliani to Bahrain-based Investcorp, Boglioli, another storied Italian men's wear brand, is readying for a change in ownership, says Women's Wear Daily.

Click here to read the entire article on Women's Wear Daily

Tesla gives the California power grid a battery boost

Just off a freeway in Southern California, 396 refrigerator-size stacks of Tesla batteries, encased in white metal, have been hastily erected with a new mission: to suck up electricity from the grid during the day and feed it back into the system as needed, especially in the evening, per The New York Times.

Click here to read the entire article on The New York Times

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