

NEWS BRIEFS

## Richemont, awards season, Boglioli and Tesla – News briefs

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*Image courtesy of Boglioli*

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By STAFF REPORTS

Today in luxury marketing:

[4 Richemont brand CEOs said to depart as overhaul widens](#)

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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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