

NEWS BRIEFS

Beauty, Super Bowl LI, Mercedes and Swiss watches – News briefs

February 3, 2017

□

Chanel Le Rouge Collection N1

By STAFF REPORTS

Today in luxury marketing:

[Beauty gains another billion](#)

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

"The world is crazy, I want to feel good." That's the voice of today's consumer, according to The NPD Group's global beauty industry analyst Karen Grant. Because beauty is one thing that makes her (and him) feel good on their journeys to self-actualization, sales in the category keep rising by about \$1 billion per year, according to NPD, per WWD.

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

[Super Bowl LI boosts luxury market in Houston](#)

Super Bowl LI is right around the corner and millions will be watching the New England Patriots and Atlanta Falcons play for the championship from their homes. However, if you're lucky enough to be around one of the world's largest sporting events in Houston on Feb. 5, 2017, you might see a lot of wealthy individuals and celebrities. That being said, Houston could be the NFL's best Super Bowl host city to date, says Forbes.

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

[Mercedes jumps out to big early lead over BMW, Lexus](#)

Mercedes-Benz jumped out to an early lead in the race for U.S. luxury auto sales supremacy, posting a record January after winning the crown last year for the first time since 2013, reports Automotive News.

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

[Swatch CEO Nick Hayek sees Swiss watch turnaround in 2017](#)

Swatch Group AG chief executive officer Nick Hayek forecast a return to sales growth in 2017, and analysts said this time he may be right as demand for Swiss watches rebounds in Mainland China, one of the industry's main markets, according to Bloomberg.

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