

NEWS BRIEFS

Walpole, Balenciaga, airport lounges and BMW – News briefs

February 7, 2017



Balenciaga fall/winter 2017 men's

By STAFF REPORTS

Today in luxury marketing:

[Helen Brocklebank named CEO of Walpole](#)

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

Helen Brocklebank has been named chief executive officer of Walpole, succeeding Michelle Emmerson, who has stepped down from her role after serving for four years. Brocklebank will take up her post immediately and report to Michael Ward, chairman of Walpole, Women's Wear Daily reports.

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

[Bernie Sanders on being a Balenciaga muse](#)

In case you missed it, last month Balenciaga paid homage to former great presidential hope Bernie Sanders at Paris Men's Fashion Week. In their latest round of label inversion, Demna Gvasalia lifted Bernie's campaign logo and gave it a light edit to read Balenciaga. Liberal minded fashion lovers were crazy for it, making it one of the week's most Instagrammed moments, says i-D magazine.

[Click here to read the entire article on i-D magazine](#)

[The airport lounge scene: What you get and how to get in](#)

Mango smoothies beckon. Soft pretzels dangle from a wooden rack. There are platters of Scottish smoked salmon, sausage, bacon, eggs, waffles, pancakes, croissants and cheese beside jars of homemade jams and a honeycomb hive tray, per the New York Times.

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

[BMW shores up leadership as US sales sag](#)

After two years heading BMW's importer markets, Bernhard Kuhnt goes from overseeing business in more than 80 countries to just one – the United States, a key market where sales in the past year have lagged rivals Mercedes-Benz and Lexus, according to Automotive News.

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

© 2020 Napean LLC. All rights reserved.

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