

NEWS BRIEFS

## Tesla, Gucci, Iceland and Audi – News briefs

February 24, 2017



*The new Gucci Guilty ad campaign featuring Jared Leto*

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By STAFF REPORTS

Today in luxury marketing:

[Some stars will get a ride to the Oscars via this Tesla car service company](#)

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Uber to the Oscars? Not for Hollywood's elite. In an industry where appearance is (pretty much) everything, one's choice of awards show transportation is not to be taken lightly. It used to be a limo, then a black car and now it's a Tesla. That's why MOTEV, a boutique car service in Los Angeles, boasts an entire fleet of the carmaker's all-electric vehicles: 7 Tesla Model Xs and 4 Model Ss, reports Fast Company.

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

[Jared Leto touts "secret project" with Gucci's Alessandro Michele](#)

Not content with being a poster boy for Alessandro Michele's designs, Jared Leto hopes to soon have a collaboration cooking with the Gucci creative director, says WWD.

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

[The future of Reykjavik, Iceland: New luxury hotels and a secret billionaire hunting lodge](#)

Reykjavik and the country of Iceland is experiencing a boom in new luxury developments following a huge increase in tourism due to its adventure excursions and recent high-profile celebrity visitors. The number of hotel rooms in Reykjavik are now expected to increase by 50 percent in the next two to four years, per Forbes.

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

[VW board expected to support Audi's Stadler despite criticism over scandal](#)

Audi CEO Rupert Stadler is expected to win the backing of top officials at the carmaker and parent company Volkswagen Group this week, despite criticism of his handling of the group's emissions scandal, two sources close to the matter said, according to Automotive News.

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

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