

NEWS BRIEFS

Middle East, millennials, Geneva Motor Show and Natalie Massenet – News briefs

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Dolce & Gabbana is Vogue Arabia advertising partner

By STAFF REPORTS

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[Middle East ecommerce takes flight](#)

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"We're not in the business of defining what modesty is because it's a very personal thing," says Ghizlan Guenez, founder and chief executive of TheModist.com. But living in the UAE for the last 20 years has given 38-year-old Guenez, from Algeria, an intimate understanding of her target market, per Business of Fashion.

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[Luxury fashion is desperately trying to woo millennials. That's good for everyone.](#)

Fashion, like most everything else, is now seeking to please the millennials who want experiences, not products, who value design but are suspicious of a sales pitch, who want quality but tend to be cheap. The last thing millennials are supposed to want is an ostentatious \$4,000 designer dress that might look great in a selfie but is too precious to sit down in, let alone wear while pedaling to one's communal office space on a shared bicycle, says The Washington Post.

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[Trade questions cast shadow over Geneva Motor Show](#)

When auto executives make their annual pilgrimage to the Palexpo fair grounds for the Geneva Motor Show this week, they may find it tough to stay focused on the luxury sports cars, sport-utility vehicles and new gizmos on display, according to the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)

[Natalie Massenet, Nick Brown to form venture firm Imaginary Ventures](#)

Natalie Massenet sparked a guessing game in fall 2015 when she parted ways with Net-A-Porter and registered a new

company, Imaginary Ventures, with Companies House in the U.K. that October, reports Women's Wear Daily.

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

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