

NEWS BRIEFS

Chlo, Google searches, Mercedes and luxury elevators – News briefs

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Chlo spring/summer 2017

By STAFF REPORTS

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Today in luxury marketing:

[Chlo readies for accessories renewal under Natacha Ramsay-Levi](#)

Chlo is in transition mode. The French label, a subsidiary of Compagnie Financiere Richemont, has welcomed new designer Natacha Ramsay-Levi following the exit of Clare Waight Keller, who has departed to join Givenchy, reports WWD.

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[Deciphering Google searches seen as luxury investors' must-have](#)

The new essential for luxury investors is a tool for looking beyond the latest line of Prada purses and Birkin bags. It's Google searches, says Bloomberg.

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[China's Chery files trademark complaint against Mercedes over green car brand](#)

Chinese automaker Chery Automobile Co Ltd has filed a complaint with the country's trademark regulator over Mercedes-Benz's use of the "EQ" name for a line of green-energy vehicles, throwing up a potential road block for the Daimler AG unit in the world's largest electric car market, per Reuters.

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[Luxury buildings push elevators to new heights](#)

As skyscrapers push the boundaries of height, technological advances in the elevator industry are providing faster,

smoother rides to building residents and adding a little glamor to their trip, according to The Wall Street Journal

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