

NEWS BRIEFS

China's middle class, Edward Enninful, Tesla and Smythson – News briefs

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Smythson products

By STAFF REPORTS

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Today in luxury marketing:

[China's middle class longs for luxury secondhand](#)

As China's middle class grows rapidly, a number of new web sites offer authentic "pre-owned" luxury items at big discounts, says Women's Wear Daily.

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

[Why Edward Enninful will be good for British Vogue](#)

Yesterday, when news broke that Edward Enninful will be the new editor-in-chief of British Vogue, the word most media outlets used to describe the appointment was "surprising." But what exactly was surprising about this veteran fashion editor's appointment, asks Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

[Tesla's board needs refor... Hey, look at that stock go!](#)

As Bloomberg News reported on April 11, Tesla Motors Inc. received a letter earlier this week from several shareholders or their representatives seeking a meeting to talk about the company's board. In particular, they want Tesla to appoint two new directors without links to chairman and chief executive officer Elon Musk and to eliminate staggered elections, which shield boards from being turfed out wholesale and are an increasingly rare feature among large U.S. companies.

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

[House of card: Smythson unveils a new exhibition to mark 130 years of elegant accessories](#)

Few luxury houses have such instantly recognizable packaging. When a Nile blue Smythson box is proffered as a gift, the recipient knows that the contents will be immaculately crafted and sure to delight. But Smythson's most precious products are kept not in its branded blue boxes, but in nondescript brown ones, stacked in the basement of its Bond Street store. The windowless room that acts as Smythson's archive is kept at a steady 60-64 F and its contents are carefully handled by white-gloved fingers, per The Telegraph.

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

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