

NEWS BRIEFS

## Prada, magazines, Mercedes and China's jet-set – News briefs

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Prada-owned Miu Miu spring 2017

By STAFF REPORTS

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Today in luxury marketing:

### [Prada introduces singular store concepts in luxury resorts](#)

In line with its new retail strategy, the Prada group is unveiling singular Prada and Miu Miu store concepts in luxury beach resorts such as Porto Cervo, on the Emerald Coast of the island of Sardinia, reports Women's Wear Daily.

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### [Luxury magazines finally face digital headwinds](#)

When British Vogue announced the appointment of Edward Enninful as the first man to edit the style bible in its 100-year history this week, the world's catwalks purred their approval, says the Financial Times.

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

### [Will Mercedes follow VW in ditching diesel models?](#)

Amid the tumult of the ongoing Volkswagen diesel crisis, now in its 20th month, it's easy to overlook the scandal's fallout on other automakers. As of April 2017, Mercedes-Benz parent company Daimler still has not obtained approval from the EPA to offer 2017 model-year diesel vehicles in the U.S., Reuters reports; Mercedes-Benz engineers are still in talks with the EPA a year after the agency asked Daimler to investigate the emissions certification process for its diesels, according to Auto Week.

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

### [Refurbs and rental planes in vogue as China's jet-set seek value](#)

China's rich are foregoing fancy new private jets in favor of second-hand planes or rentals, reflecting how the country's business elite are increasingly shunning flashy signs of wealth amid slower economic growth, per Reuters.

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

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