

NEWS BRIEFS

Luxury groups, SK-II, sleep and Cadillac – News briefs

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Chiara Ferragni of Blonde Salad for SK-II's #FaceTheWild

By STAFF REPORTS

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Today in luxury marketing:

[Is there room for another luxury group?](#)

With the launch of leather goods brand LONB London, former Labelux chief executive Reinhard Mieck and partner Melissa Morris have begun laying the foundations of For the One, a company they hope will become a modern-day version of the age-old luxury conglomerate, reports Business of Fashion.

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

[SK-II, Chiara Ferragni drive blockbuster campaign](#)

SK-II is getting its money's worth. The brand, which tapped Chiara Ferragni as one of four ambassadors to spread the word online about its "Face the Wild | Face the Camera Extreme Expedition" campaign that kicked off last month, just wrapped up its most successful digital activation to date, says WWD.

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

[Sleep is the new status symbol](#)

At MIT's Media Lab, the digital futurist playground, David Rose is investigating swaddling, bedtime stories and hammocks, as well as lavender oil and cocoons. Mr. Rose, a researcher, an inventor-entrepreneur and the author of "Enchanted Objects: Design, Human Desire and the Internet of Things," and his colleagues have been road-testing weighted blankets to induce a swaddling sensation and listening to recordings of Icelandic fairy tales all research into an ideal sleep environment that may culminate in a nap pod, or, as he said, "some new furniture form," per The New York Times.

[Click here to read the entire article on The New York Times](#)

[Cadillac sees China luxury segment growth outpace overall market](#)

Cadillac, which saw China overtake the U.S. as its largest market, sees the country's luxury segment outpacing the overall auto market as more young consumers consider a premium brand for their first car, according to Bloomberg.

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