

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.

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

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