

NEWS BRIEFS

## Cond Nast, Chanel, Mulberry and pre-owned luxury – News briefs

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*Chanel's cruise 2018 presentation brought ancient Greece to Paris*

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By STAFF REPORTS

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Today in luxury marketing:

[Cond Nast brags its online videos on par with primetime TV](#)

Cond Nast may be in the midst of reinventing itself from a print-focused publisher into a digitally centric one, but in introducing a new slate of programming and its Next Gen campaign to advertisers in Manhattan on May 2, the company did what it has always done best: boast, says WWD.

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

[Karl Lagerfeld brought ancient Greece to Paris for Chanel's cruise 2018 show](#)

After many seasons of globe-trotting Cruise shows (Cuba, Dubai and Rome to name a few), Karl Lagerfeld decided to go big and go home to Paris this season, per Harper's Bazaar.

[Click here to read the entire article on Harper's Bazaar](#)

[Why craft is at the core of Mulberry](#)

With Craft Week upon us, it seems apt to shine the spotlight on a British brand that has craft at its core. Since its inception in the early Seventies, Mulberry has championed the frequently forgotten art of handmade leather goods and the same remains true today, reports British Vogue.

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

[This startup connects UAE shoppers with the \(pre-owned\) luxury goods of their dreams](#)

There's a huge appetite for luxury in the Middle East, even as economic growth falters. Every year, clothes and accessories from the runway make their way to designer stores and then to the closets of the Middle East's rich, who

embrace luxury goods with fierce abandon. Given the fact that the region has the highest per capita spend on luxury in the world at approximately \$1,900 per year, according to Bain and Company, this means the potential for luxury pre-owned exchange is huge, according to Forbes.

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

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