

NEWS BRIEFS

Chanel, Maskit, luxury headhunting and Vilebrequin – News Briefs

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Chanel's controversial boomerang

By STAFF REPORTS

Today in luxury marketing:

[Chanel says it "deeply regrets" boomerang controversy](#)

The house was responding to the heated debate that erupted after U.S. makeup artist Jeffree Star posted a photo of the item on social media, reports WWD.

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[How the Israeli fashion brand Maskit delivers authentic luxury](#)

I am a firm believer in the saying "History repeats itself." Nevertheless, when history repeats itself within the fashion industry, I am quite well certain that it will be redefined and modified. Striking a balance between nostalgia and modernism seems to be the key component when discussing fashion during these flexible times, per Forbes.

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

[Inside the world of luxury headhunting](#)

When Berluti's chief executive, Antoine Arnault, was looking for a new creative director to reinvigorate the brand, a chance introduction to Colombia-born Haider Ackermann turned out to be a stroke of luck. Mr. Arnault and his team had between them conducted 50 or so interviews but had not found the right person, according to Financial Times.

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

[The founding love story behind this luxury French swimwear label](#)

Fred Pysquel was a man on a mission. The swashbuckling photographer/journalist had traveled the world in the 1960s, covering the Formula 1 racing scene. But this time Pysquel wasn't after a story or a shot. It was the summer of 1971, and he'd come to St. Tropez to win the heart of a woman named Yvette, Adweek reports.

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

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