

NEWS BRIEFS

Burberry, Frdric Malle, Four Seasons and Bloomberg Media – News briefs

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Burberry February 2017 collection. Image credit: Burberry

By STAFF REPORTS

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Today in luxury marketing:

[Christopher Bailey waives bonus again as Burberry aims to slash pay](#)

Austerity is biting top management at Burberry, which is in the thick of a cost-cutting and restructuring drive aimed at delivering at least 100 million pounds, or \$129 million, in annualized savings by fiscal 2018-19, as the company reshapes itself in challenging times, reports Women's Wear Daily.

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[How Frdric Malle makes a new perfume](#)

If there were fragrance royalty, Frdric Malle, the founder of Editions de Parfums Frdric Malle, would have a title. His grandfather Serge Heftler-Louiche founded Parfums Christian Dior, and his mother, Marie-Christine Sayn-Wittgenstein, worked at Dior for 47 years and helped create Eau Sauvage, says The New York Times.

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[Four Seasons CEO sees Airbnb as formidable force in luxury space](#)

Four Seasons isn't taking Airbnb's push into high-end lodging lightly, according to Bloomberg.

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[Bloomberg Media hires Andrew Benett to oversee ad sales, marketing services](#)

Bloomberg Media has tapped creative agency veteran Andrew Benett as global chief commercial officer, a newly created role that combines oversight of the media company's advertising sales with its ad and marketing services

offerings, per the Wall Street Journal.

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