

NEWS BRIEFS

M&As, winter alternatives, Chanel and Christian Louboutin – News briefs

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Chanel fall/winter 2017 features Gen Z's Lily-Rose Depp and millennial Cara Delevingne. Image credit: Chanel

By STAFF REPORTS

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In the wake of a violent hurricane season, luxury travelers are starting to re-book their long-planned winter trips, per Skift.

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[Decoding Chanel's Gen-Z strategy](#)

Perhaps no other brand is as deft as Chanel at extracting juice from ingenuit endorsements. But as younger consumers turn away from traditional celebrities in favor of digital influencers, how will fashion's most-powerful luxury house adjust its strategy? asks Business of Fashion.

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The name Christian Louboutin, the flash of a shoe's red sole these things have become shorthand for luxury, fabulosity and sex appeal, a kind of synecdoche of success, says The New York Times.

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