

NEWS BRIEFS

Harrods, Hugo Boss, extreme luxury and Cadillac – News briefs

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Hugo Boss is on the move. Image credit: Hugo Boss

By STAFF REPORTS

Today in luxury:

[How Harrods is engaging luxury consumers for the holidays and beyond](#)

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Last Friday, Dec. 1, Harrods brought a tony Christmas celebration to a small, curated crowd in New York. The London department store hosted the one-night-only event at the James Burden Mansion, dressing it to the nines with twinkling lights and ornaments. There was also a gingerbread house, a performance by the New York Choral Society and jolly round of breaking Christmas crackers. Indeed, the atmosphere was very English and had an upper-crust sensibility a perception that the retailer and luxury consumers across the globe embrace fully, says Forbes.

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

[Hugo Boss gets a makeover](#)

Hugo Boss is making efforts to bridge the gap between the brand's men's and women's lines. "We need to bring the woman closer to the [Boss] man and build on our heritage it's suiting, it's precision," Ingo Wilts, chief brand officer for Hugo Boss, told WWD while here to celebrate the opening of the brand's new generation store at Mall of the Emirates, per Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[How is extreme luxury defined?](#)

This week, Sotheby's auction house in New York is kicking off a multi-sale luxury auction with a lineup that includes a BMW owned by Steve Jobs and a 2013 wine that's estimated to fetch up to \$40,000, reports BBC.

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

[Cadillac marketing chief leaving luxury car brand](#)

The marketing chief for General Motors Co.'s Cadillac division is leaving the luxury brand following a four-year

turnaround effort has seen U.S. market share slide, even as the brand grows rapidly in China, according to the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)

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