

NEWS BRIEFS

Day's wrap: Tesla, Armani Beauty, BMW, Four Seasons, Waterford and Champagne

December 29, 2017



France consumers the most Champagne. Image credit Mot & Chandon

By STAFF REPORTS

Luxury Daily's live news from Dec. 29:

[Tesla's Elon Musk promises to follow through on electric pickup plans](#)

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U.S. electric automaker Tesla is looking to shift the pickup truck narrative with what its founder calls a "game-changing" feature.

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[Armani Beauty sets sights on China's \\$34.87B cosmetics market via Tmall](#)

L'Oreal-owned Giorgio Armani Beauty will launch on Chinese shopping platform Tmall as part of its efforts to capture China's fast growing appetite for high-end cosmetics.

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[BMW 3 Series searched more than 40M times in 2017](#)

For seven consecutive years, German automaker BMW's 3 Series has retained its title as the most-searched for model in the United Kingdom, according to Auto Trader.

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[Four Seasons explores wintertime magic in French Alps' Megève](#)

Four Seasons Hotels & Resorts has opened its first ski resort in the French Alps as it continues to offer guests various lifestyle accommodations.

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[Waterford promotes peace, tranquility for New Year's Eve 2018 celebrations](#)

In today's tumultuous climate, Irish crystal maker Waterford has opted to embrace and celebrate serenity as the 2018

theme of the New Year's Eve Ball dropped in Times Square in New York.

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Western Europe accounts for 75pc of global Champagne sales

France is estimated to consume 102.2 million liters of Champagne in 2021, but such little geographic diversification can be harmful to the economy of the sparkling wine industry, according to Euromonitor.

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