

NEWS BRIEFS

Luxottica, blockchain technology, Daimler and Dior – News briefs

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Image from Giorgio Armani's spring/summer 2018 advertising campaign. Image credit: Armani

By STAFF REPORTS

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Today in luxury:

[Luxottica sales dented in Q1, but outlook for year confirmed](#)

A delayed sun season in Europe and the restructuring of its wholesale business in China affected Luxottica Group SpA's performance in the first quarter of the year, but the Italian eyewear giant on April 27 confirmed its positive outlook, reports Women's Wear Daily.

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[The gatekeeper to trust: How blockchain could infiltrate luxury](#)

In luxury, an industry in which customers want to feel confident about where their items are made, their authenticity and their backgrounds, the blockchain can act as an official keeper of that information along every step of a product's journey, verifying whether or not something is what the brand claims it is. At least that's the promise, anyway, says Digiday.

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[Daimler upbeat on profit outlook as luxury cars offset spending](#)

Daimler AG struck an upbeat tone, calling for "slightly" higher 2018 earnings, as sales growth of its higher-priced Mercedes-Benz luxury cars like the S-Class coupe helps offset record spending to develop electric vehicles, according to Bloomberg.

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[China's top court rules for Dior in trademark case](#)

The ruling comes as Beijing looks to play up its credentials for protecting intellectual property rights, after being stung by criticism that it does not do enough to protect against IP infringement, per Business of Fashion.

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