

NEWS BRIEFS

## Dior, Mercedes, Furla and L'Oreal – News briefs

July 27, 2018



*Dior's Saddle Bag. Image Getty Images*

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By STAFF REPORTS

Today in luxury:

[Dior brought back the Saddle Bag With a global Instagram blitz](#)

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Excitement for the return of Dior's equestrian-inspired Saddle bag line which dominated the "It bag" era of the early 2000s alongside Balenciaga's "Lariat" and the Fendi "Baguette" before being discontinued has been bubbling up since designer Maria Grazia Chiuri put them in her runway show in February, according to Bloomberg.

[Click here to read the article story on Bloomberg](#)

[The 2019 Mercedes-Benz A-Class sedan brings Stuttgart luxury to the masses](#)

At the New York International Auto Show earlier this year, we got a Facebook Live video demonstration of the latest feature to debut in the next-generation A-Class sedan: its latest Mercedes-Benz User Experience infotainment system. Now, Stuttgart's Silver Arrow revealed the rest of the car for the U.S. market earlier this evening in the heart of Brooklyn, in the Big Apple, per Digital Trends.

[Click here to read the entire article Digital Trends](#)

[Furla opens first store in Florida at Aventura Mall](#)

Furla brought blossoms and butterflies to fete its one and only Florida store. The Bologna, Italy-based accessories brand and its chief executive officer of the Americas, Scott Link, hosted back-to-back events on July 12: a brunch at its new, nearly 1,200-square-foot location in Aventura Mall, and a sit-down dinner with a flower stand for press and influencers to make their own bouquets at Soho Beach House, says Women's Wear Daily.

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

[L'Oreal profit boosted by strong luxe business](#)

L'Oreal SA said July 26 that net profit increased in the first half due to strong sales in its luxe division. The French

cosmetics and consumer-products company said net profit for the period was 2.28 billion euros (\$2.67 billion) compared with 2.04 billion euros the year previous. Operating profit was 2.58 billion euros, reports Market Watch.

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

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