

NEWS BRIEFS

Tesla, Shiseido, Ralph Lauren and Small Luxury Hotels of the World – News briefs

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Ralph Lauren Men's Spring 2019. Image credit: Ralph Lauren

By STAFF REPORTS

Today in luxury:

[Elon Musk aims his flamethrowers away from Tesla's cash](#)

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Elon Musk is making the case Tesla Inc. can put all the talk of pyromania in the past. The money-losing maker of electric cars has for years turned heads with its tendency to burn through cash at rates reminiscent of Model S sedans in "Ludicrous Mode." That era still isn't over, but the Tesla chief executive officer has pulled several levers lately to more credibly claim that its days are numbered, according to Bloomberg.

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

[How one beauty brand is predicting intent to drive growth](#)

Beauty shoppers today are passionate and curious. They spend hours researching product benefits and reading reviews before deciding what to buy. Even product aspects that were once low consideration, such as ingredients, now generate hours of research time, per Think with Google.

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[Upbeat mood at Ralph's annual meeting](#)

With solid first-quarter earnings posted just two days earlier, the mood was decidedly light and upbeat at Thursday's Ralph Lauren Corp. annual meeting, following a year of transition under new chief executive officer Patrice Louvet, says Women's Wear Daily.

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

[Hyatt and Small Luxury Hotels of the World team up to improve World of Hyatt loyalty program](#)

One of the world's best loyalty programs is about to get a little bit better. Hyatt Hotels is adding Small Luxury Hotels of the World to its rewards portfolio, meaning you'll soon be able to earn and redeem World of Hyatt points when

staying at more than 500 properties under the SLH umbrella, reports Cond Nast Traveler.

[Click here to read the entire story on Cond Nast Traveler](#)

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