

NEWS BRIEFS

## Michael Kors, Givenchy, La Prairie and Instagram – News briefs

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*Michael Kors' smartwatch sales are growing. Image credit: Michael Kors*

By STAFF REPORTS

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Today in luxury:

**Michael Kors and Tapestry earnings once again prove the "paradox of luxury"**

Michael Kors and Tapestry reported earnings this week and last. Both retailers reported good results. Perhaps partly a reflection of a robust economy, but also certainly the good news reflected changes in strategies that reverted back to the timeworn rules of luxury, reports Forbes.

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

**When Givenchy needs to sell a luxury handbag in China, it calls Mr. Bags**

Chinese consumers buy a full third of all the luxury goods sold across the globe. But they're getting sick of celebrity endorsements. That's where Mr. Bags comes in, writes Vice News.

[Click here to read the entire article at Vice News](#)

**La Prairie launches influencer, pop-up and in-store push around Skin Caviar Remastered lineup**

To promote its updated Skin Caviar Remastered collection with Caviar Premier, Swiss luxury skincare brand La Prairie is investing in a new influencer, pop-up and in-store strategy. This has been a five-year endeavor for the brand and will be La Prairie's biggest product launch of the year, per Glossy.

[Click here to read the entire article at Glossy](#)

**Why Instagram's "outfit of the day" hashtag is bad for fashion and bad for the soul**

Almost one in 10 Britons say they buy clothes online just to post an image on social media, before sending them

back immediately for a refund. Among those aged 35 to 44, this rises to nearly one in five, according to The Guardian.

[Click here to read the entire article at The Guardian](#)

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