

NEWS BRIEFS

Day's wrap: Hugo Boss, Marriott, Jaguar Land Rover, Coty, Safilo and Dior

April 30, 2019



Boss' Lisbon influencer trip received backlash. Image credit: Boss

By STAFF REPORTS

Luxury Daily's live news from April 29:

[Hugo Boss responds to campaign criticism](#)

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German fashion group Hugo Boss has apologized for a recent influencer event after being called out for a lack of diversity.

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[Marriott to launch home sharing service](#)

Hospitality group Marriott International is looking to take on home sharing application Airbnb with its own version of rentals.

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[Jaguar Land Rover rewards drivers for sharing data](#)

British automaker Jaguar Land Rover is making paying for services and goods while driving easier with the use of cryptocurrency, as well as allowing drivers to earn rewards.

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[Majority stake in Coty goes to long-time investor](#)

Beauty group Coty has seen the majority of its shares go to JAB Holdings after the former agreed to an offer.

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[Safilo enters joint venture for expansion in South Korea](#)

Eyewear manufacturer Safilo has entered a joint venture with South Korea-based Parma International for added growth in the region.

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Dior makeup selects Jorja Smith as ambassador

French fashion house Christian Dior has selected a new ambassador in singer-songwriter Jorja Smith for its makeup division.

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