

NEWS BRIEFS

## Carolina Herrera, luxury on Instagram, beauty brands and Tesla – News briefs

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*Carolina Herrera's House of Fragrances aims to replicate the success of Good Girl with the launch of Bad Boy, a new men's fragrance. Image credit: Carolina Herrera*

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By STAFF REPORTS

### [Carolina Herrera's "Good Girl" finds its counterpart in "Bad Boy"](#)

Carolina Herrera's fragrance business is booming, thanks, in large part, to Good Girl. The scent, which launched three years ago, is said to do about 300 million euros at retail annually and is growing 30 percent year-over-year in the U.S. alone. Industry sources estimate it could bring in as much as 350 million euros at retail in 2019, reports Women's Wear Daily.

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### [How luxury brands are raising the stakes on Instagram](#)

Big-spending luxury brands like Gucci, Louis Vuitton and Christian Dior are splashing out on everything from dance-fueled fashion shows to teams of advisers as they target social media platforms in the hunt for young shoppers, per Fox Business.

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

### [The real difference between cheap and pricey beauty products](#)

When she travels, Amanda Goddard, a content editor in New York, checks two bags: one for clothes, the other for skin-care products. "And that's just for what I put on my face," the 28-year-old said.

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

### [Tesla's ample Model 3 demand backs optimism, Piper Jaffray says](#)

There is plenty of demand in the U.S. for Tesla Inc.'s Model 3, and the sedan's potential to win customers from mass-market competitors should counter concerns about the electric-car maker's performance, analysts at Piper Jaffray said in a report, per Bloomberg.

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

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