

NEWS BRIEFS

## Luxury street art, Christofle, Hearst and Daimler – News briefs

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*Gucci is among the luxury brands using street art. Image credit: Gucci*

By STAFF REPORTS

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Today in luxury:

### [Luxury brands are taking over the street art scene](#)

Gucci, Louboutin and Fendi are hiring graffiti artists in a bid to fit in with street culture and score points on social media, says Bloomberg.

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

### [How do you re-energize a heritage luxury brand? Quickly and carefully](#)

A sure sign that you're dealing with a heritage brand: The only picture of the founder is an oil painting. Christofle, the French tabletop giant, has been manufacturing fine goods, largely in silver, since its founding in 1830 by jeweler and entrepreneur Charles Christofle. Such a lengthy history is priceless but it also can also be a burden for a brand looking to become a nimble 21st-century operation, according to Business of Home.

[Click here to read the entire article on Business of Home](#)

### [How Hearst makes it work](#)

One year into his role as president of Hearst Magazines, Troy Young tells BoF about how he's trying to keep the print publisher "solidly profitable" despite the challenges of running a media business today, per Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

### [Daimler deepens ties with China in new deal](#)

State-owned Beijing Automotive Group Ltd said it has acquired a small stake in joint-venture partner Daimler AG, boosting Chinese ownership of the German auto maker to around 15 percent, reports the Wall Street Journal.

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