

NEWS BRIEFS

Baby beauty, Vietnam, British Vogue and Maserati – News briefs

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Maserati is making a product push in 2020. Image credit: Maserati

By STAFF REPORTS

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Today in luxury:

[Luxury beauty is coming for...babies?](#)

Achieving baby-soft skin is an ideal beauty brands have put forth for generations. Brands sell serums and lotions galore on the promise they will keep the wrinkles at bay. But these days, adults looking for an anti-aging fix aren't the only ones that brands are pitching their luxury creams to. The new target consumer? Babies, says Business of Fashion.

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

[As Vietnam's economy booms, more luxury buyers emerge](#)

Over the past decade, Ho Chi Minh City's skyline has been redefined by increasingly flashy towers of glass and steel, bold symbols of the country's economic advancement and growing luxury property market. While foreign investment in the Vietnamese city has played a significant role in transforming the fast modernizing metropolis, so too have affluent Vietnamese buyers, whose personal wealth has increased in step with their nation's financial growth, reports Barron's.

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[Edward Enninful on Vogue, Gen Z and what makes a great editor](#)

It's been two years since Edward Enninful assumed the top post at *British Vogue*. A magazine that once spoke almost exclusively to a narrow subset of the British populace white, female, well-educated, upper middle class or aspiring to it now speaks to many, per Vogue Business.

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

[Maserati won't see profits until after product offensive starts in 2020](#)

Losses have deepened for troubled Maserati, which will not return to profitability before 2020 after its next product offensive starts, executives at parent Fiat Chrysler Automobiles said. The luxury car brand plans to debut 10 new or revised models between 2020 and 2023, according to Automotive News.

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

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