

NEWS BRIEFS

Dior, Louis Vuitton, Moda Operandi and Lexus – News briefs

September 6, 2019



Dior's sales have raised the brand to the level of mega luxury houses. Image credit: Dior

By STAFF REPORTS

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Today in luxury:

[Is Dior catching up to Chanel?](#)

In 2018, Dior entered the realm of mega brands, becoming luxury's sixth player to attain sales in excess of 5 billion euros, joining the ranks of Louis Vuitton, Chanel, Gucci, Cartier and Herms, according to Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[Vuitton to hire more French handbag makers as Chinese sales boom](#)

The label, LVMH's biggest revenue driver, makes the bulk of its trademark leather and canvas handbags in its home market, where it employs around 4,300 people in 16 leather goods workshops, per Reuters.

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

[Moda Operandi gets a makeover by data and design](#)

Moda Operandi customers will discover a new look and feel for the site this week as the luxury e-tailer unveils an extensive rebranding. The makeover also signals an aggressive new phase of growth for the company, which is investing deeply in data and technology to place it in more direct competition with Net-A-Porter, MatchesFashion.com and other leading luxury e-tailers, says Vogue Business.

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

[Lexus laps BMW and Mercedes for second straight US sales win](#)

Toyota Motor Corp.'s Lexus outsold both BMW and Mercedes-Benz for a second straight month in August, as the

introduction of a new entry-level crossover model helps put the Japanese brand back in contention with its German foes for luxury leadership, reports Bloomberg.

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