

NEWS BRIEFS

Berluti, Porsche, Dior and resolutions – Live news

January 3, 2020



Luxury brands are ringing in the new year. Image credit: Moët & Chandon

By STAFF REPORTS

Luxury Daily's live news from Jan. 2:

[Berluti taps Gen Z skateboarder-artist as face of summer campaign](#)

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

French menswear label Berluti is courting the up-and-coming generations of luxury buyers via the casting of its latest campaign.

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

[Luxury brands lead consumers into the new year with resolution guidance](#)

As consumers seek to improve themselves in 2020 through resolutions, luxury brands are looking to assist them in meeting their goals and making their own pledges.

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

[Dior delves into craftsmanship behind campaign fashion creation](#)

French couture house Christian Dior is making a connection between its fashions and fragrances by inviting consumers into the making of the wardrobe for its latest perfume advertisement.

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

[Porsche seeks to make assisted driving safer via visibility tech](#)

German automaker Porsche is aiming to improve visibility for its vehicles' autonomous and driver assistance technologies through a partnership with startup TriEye.

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

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.