

MEDIA/PUBLISHING

Jing Daily names luxury editorial veteran as global editor in chief

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Ms. Zhang has more than 16 years of professional experience. Image credit: PRNews wire

By LUXURY DAILY NEWS SERVICE

Jing Daily has excitedly announced new leadership, naming Jing Zhang as its global editor in chief.

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Ms. Zhang brings a robust resume to the position, with more than 16 years of professional experience as an editor, journalist, advisor and consultant in luxury, fashion and creative settings. With the appointment, *Jing Daily* is hoping to strengthen its global presence.

Prominent plans

Ms. Zhang previously worked as fashion editor at the *South China Morning Post*, editorial director at *Prestige Hong Kong* and managing director at *WestEast Magazine*.

In her new role, she will work closely with the *Jing Daily* team that is based in Shanghai.

Jing Daily is ushering in an era of change, with plans to soon launch the visual rebranding of its physical and digital offerings. Earlier this year, the publication released new verticals fostering its coverage on wellness and beauty, exploring Web3 and more.

Ms. Zhang will work in helping *Jing Daily* operate towards its goal of serving as China's premier luxury news source.

China is an integral driving force in the luxury industry, with millions of consumers that value high-end goods and services from heritage houses they have come to love.



Bentley sold its first vehicle in China in 2002. Image credit: Bentley Motors

Earlier this year, British automaker Bentley Motors created a unique collection of new vehicles to celebrate the 20th anniversary of its presence in China.

The four models Guard, Carnaby, Pall Mall and Savile Row introduce unique designs, embroidery and Mulliner features inspired by famous locales in London, where W.O. Bentley founded the marque in 1919. Twenty cars in each family, 80 total, will be individually handcrafted by Mulliner and intended specifically for Chinese clients ([see story](#)).

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