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NEWS BRIEFS

Superstorm Sandy, Chinese consumers, fragrance and Steve Jobs' luxury yacht – News briefs

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By STAFF REPORTS

Today in luxury marketing:

No one shopped during Hurricane Sandy, obviously

The good news is that late October is not a time when people normally do tons of shopping anyway, so losses are not as bad as they would be if a natural disaster happened around, say, Christmas or Thanksgiving, The Cut reports.

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McKinsey tracks Chinese consumers' evolution, habits

Chinese consumers are becoming more like the rest of the world: more individualistic, more loyal to brands, and more self-indulgent, according to a new report by McKinsey & Co., WWD reports.

Click here to read the entire story on WWD

Perfume-makers fear EU legal blow to industry

Perfume-makers are urging the European Commission to back down from possible

legislation they fear could kill top fragrances by restricting natural ingredients linked to allergies, industry sources say, per Reuters.

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Unveiled: Steve Jobs' luxury yacht designed with Phillipe Starck

Apple founder Steve Jobs was the master of the less-is-more aesthetic. His recently unveiled luxury yacht shows that his design vision extended far beyond iPhones, iPads and laptops, Time reports.

Click here to read the entire story on Time

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