

NEWS BRIEFS

Prada, Swarovski, Tesla and luxury supplies – News Briefs

August 26, 2013



By STAFF REPORTS

Today in luxury marketing:

[Prada's new Luna Rossa scent caters to the extreme man](#)



Prada is navigating new waters with the men's scent Luna Rossa Extreme, WWD reports.

[Click here to read the entire story on WWD](#)

[Swarovski Collective members announced](#)

Based on their "cutting edge talent and ability to demonstrate exquisite craftsmanship with crystal," Alexis Mabille, Sister by Sibling and Michael van der Ham have been selected to collaborate with Swarovski on an upcoming project, according to the Fashion Times.

[Click here to read the entire story on the Fashion Times](#)

[Tesla aiming for China after hundreds of Hong Kong orders](#)

When Bem Ho discovered the minivan he drives doesn't earn him much respect, he ordered a set of wheels that will turn more heads: a Model S electric sedan from Tesla Motors Inc, per Bloomberg.

[Click here to read the entire story on Bloomberg](#)

Big brands race to secure luxury supplies from reptiles to roses

From crocodile farms to rose fields, suppliers of luxury material have become top acquisition targets for names such as LVMH and Gucci-owner Kering as they race to lock in rare skills and ingredients vital to their brands' survival, Reuters reports.

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

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.