

NEWS BRIEFS

Dior, Bentley, Daimler and China – News briefs

September 16, 2013



By STAFF REPORTS

Today in luxury marketing:

[Dior's week in China](#)

Dior just capped off a week of activity in China with back-to-back events in Hong Kong and Shanghai, inaugurating art exhibitions and reaching out to wealthy consumers, according to WWD

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[Quick Drive: Bentley's 2014 Flying Spur is luxury overkill at ludicrous speed](#)

Let's just say the \$214,000 Bentley Flying Spur stood out, per Digital Trends.

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

[Daimler joins Vitol to get credit lines as new rules proposed](#)

Daimler AG, Vitol SA and other European companies are refinancing about \$40 billion of credit lines at lower interest rates as regulators propose rules that may drive up the cost of the debt, Bloomberg reports.

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

[The Chinese-made luxury watch market](#)

Just about a year ago I published an article here on Forbes about the “Eroding Exclusivity Of The Tourbillon.” The thesis of the report was to discuss how the once ultra-exclusive luxury watch feature was becoming increasingly democratized thanks to the efforts of enterprising Chinese watch brands, according to Forbes.

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

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