

NEWS BRIEFS

Zappos Couture, luxury timepieces, Chanel and Tesla – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[André Leon Talley's online magazine for Zappos Couture is now live](#)

We've known about André Leon Talley's move into ecommerce as Zappos Couture's new artistic director since early December, and now customers get to see the fruits of his appointment, reports Fashionista.

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[Luxury brands start to think mobile](#)

For years, Apple has been telling consumers that "there's an app for that." When it comes to marketing luxury timepieces, however, there may not be, per The New York Times.

[Click here to read the entire article on The New York Times](#)

[Chanel reopens on Avenue Montaigne](#)

Twice as nice: Chanel is back on Avenue Montaigne with a new retail concept dedicated exclusively to its range of accessories, comprising bags, shoes and costume jewelry, according to WWD.

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[Tesla unveils pricing strategy for China](#)

Unites States battery carmaker Tesla Motors Inc. has unveiled what it describes as a "competitive" pricing strategy for China aimed at kick-starting sales in the world's biggest auto market, where demand for luxury cars has been booming, reports Reuters.

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

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