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NEWS BRIEFS

Bergdorf Goodman, Bottega Veneta, Porsche and luxury real estate – News briefs

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Video still from Bergdorf 5F campaign

By STAFF REPORTS

Today in luxury marketing:

Neiman's sets overhaul of Bergdorf Goodman



Bergdorf Goodman wants a sharper edge and will build a "lab" for emerging designers on its sixth floor, as parent Neiman Marcus Group sustains investments in bricks-andmortar, WWD reports.

Click here to read the entire story on WWD

Bottega Veneta's 'timeless' collection

There is a complaint increasingly bandied about that the world is full of too much stuff, per the Telegraph.

Click here to read the entire story on the Telegraph

Porsche takes on Audi at Le Mans, intensifying VW sibling rivalry

Porsche returned to the Le Mans sports car race for the first time in 16 years June 14, intensifying its rivalry with Volkswagen stablemate Audi and putting the parent company's fondness for internal competition to the test, according to Reuters.

Click here to read the entire story on Reuters

Manhattan penthouse takes luxury to new heights

This owner is so rich he devotes a whole room to a pile of dirt, per the New York Daily News.

Click here to read the entire story on the New York Daily News

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