

NEWS BRIEFS

## Saks Fifth Avenue, Hugo Boss, BMW and iPad sales – News briefs

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By STAFF REPORTS



Today in luxury marketing:

### [State statutes could complicate Saks takeover](#)

As Diego Della Valle builds his stake in Saks Inc., speculation continues to swirl that the department store chain could at some stage become the target of a takeover bid. However, Tennessee law gives company additional leverage in event of acquisition attempt, according to WWD.

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## [Orlando Bloom's Boss Orange fragrance ad campaign revealed](#)

Orlando Bloom positions himself for maximum bicep exposure in his latest ads for Hugo Boss's new men's fragrance, Orange, according to StyleList.

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## [BMW splits from Oracle after huge America's Cup win](#)

America's Cup champion BMW Oracle Racing says the German automaker is ending its sponsorship at the end of the year, according to Luxist.

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## [iPad magazine sales drop](#)

Digital sales dropped toward the end of 2010 for all the iPad magazines like Wired, Esquire and The New Yorker that make huge figures available to the Audit Bureau of Circulations, according to WWD.

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