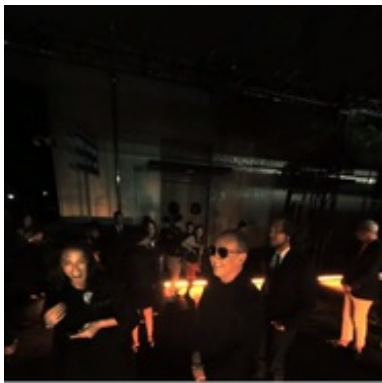


NEWS BRIEFS

## China, Brioni, South Korea and luxury retail – News briefs

June 26, 2014



*Screenshot of MK360 app for Michael Kors event in China*

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By STAFF REPORTS

Today in luxury marketing:

[What it takes to hold a top luxury event in China](#)



From glamorous parties to star-studded runway shows, the mass influence of social media means that exclusive events hosted by luxury brands in China are about far more than just the invited guests, Jing Daily reports.

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

[Brioni causes a stir at Milan Men's Fashion Week](#)

Brendan Mullane's latest collection for Brioni sparked a something of a schism amongst Milan's menswear aficionados this week, per the Telegraph.

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

[Luxury brands battle to stay in fashion in South Korea](#)

Kwak Ji-yoon, a 42-year-old South Korean housewife, used to be a loyal customer of Louis

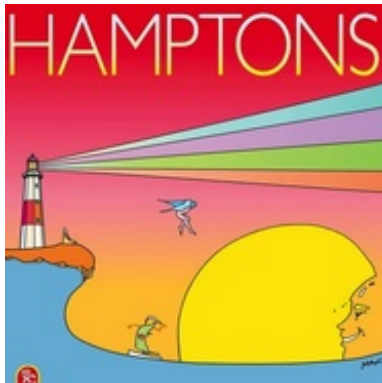
Vuitton but she does not buy LV bags any more, per The Financial Times.

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

[Stores still critical to wooing men, but leaders re-wiring for digital age](#)

In the age of ecommerce, physical flagships are still critical to engaging male luxury consumers, though market leaders are integrating their online and offline presence to create new digitally enhanced stores, according to Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)



*Hamptons magazine's summer cover by Peter Max*

Luxury Daily's live news from June 25:

[Omega promotes social responsibility with GoodPlanet wristwatch](#)

Swiss watchmaker Omega is lending support to ocean sustainability through its ongoing partnership with the GoodPlanet Foundation

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

[Hamptons magazine to auction \\$75K artist surfboard for local charities](#)

Niche Media's Hamptons magazine is capitalizing on the influx of affluent individuals heading to the east end of New York's Long Island with its "Summer of Giving" charity campaign.

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

[Peninsula's expansion begins with Paris property opening](#)

The Peninsula Hotel's first European property is slated to open Aug. 1 in Paris as part of its global expansion plan.

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

[Tonino Lamborghini expands with \\$5K Antares smartphone debut](#)

After an unveiling at Baselworld and a launch party in London, Tonino Lamborghini's smartphone, Antares TL-66, is now available for purchase at various retailers around the world.

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

## [Automakers fete Goodwood with model unveilings](#)

With all eyes on the annual Goodwood Festival of Speed June 26-29, automakers are using the occasion as a springboard to debut their latest models.

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

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