

NEWS BRIEFS

Mercedes, Fendi, Louis Vuitton and BMW – News briefs

June 27, 2014



2014 E-Class Sedan

By STAFF REPORTS

Today in luxury marketing:

[Mercedes upstages Rolls-Royce with \\$1M S-Class](#)

The Mercedes-Benz S-Class Pullman will have three rows and cost as much as double the top-of-the-line Rolls-Royce, setting it up to become the world's most expensive sedan when it goes on sale next year, according to Bloomberg.



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

[Fendi invests in Rome's Trevi Fountain](#)

Fendi is set to invest more than \$2.7 million to help restore the Trevi Fountain in Rome, which may be quite a strategic move for the company and its parent, LVMH Moët Hennessy Louis Vuitton, reports the Fashion Times.

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

[Ghesquiere's debut Louis Vuitton campaign unveiled](#)

The designer enlisted Annie Leibovitz, Juergen Teller and Bruce Weber to capture his groundbreaking first campaign as creative director of Louis Vuitton, per the Telegraph.

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

[BMW to decide on new car plant before July 30](#)

German luxury car maker BMW will decide before Bavarian summer vacations whether to build a new auto plant in Mexico or the U.S., chief executive Norbert Reithofer said on June 25, The Wall Street Journal reports.

[Click here to read the entire article on The Wall Street Journal](#)



Dom Pérignon Second Plénitude

Luxury Daily's live news from June 26:

Bellperre launches custom phone to show brand capabilities

Dutch phone manufacturer Bellperre is releasing a custom, hand-crafted luxury cellphone.

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

[Ferrari honors Facebook fans with victory lap video](#)

Italian automaker Ferrari is celebrating 15 million Facebook fans with a social video offering enthusiasts a virtual ride in a LaFerrari.

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

[Dom Pérignon aged Champagne demonstrates time dedication](#)

LVMH-owned Dom Pérignon is releasing a new Champagne that has been maturing in the brand's cellars for the past 16 years.

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

[Breguet updates app to better reach consumers](#)

Swiss watchmaker Breguet has launched a new version of its iPhone and iPad mobile application.

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