

NEWS BRIEFS

Burberry, couture, Audi and counterfeits – News briefs

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Burberry autumn/winter 2014 campaign image

By STAFF REPORTS

Today in luxury marketing:

[Burberry boss faces revolt over \\$34M pay](#)

Burberry is facing an embarrassing investor revolt over a controversial \$34 million “golden handcuffs” deal for its new chief executive, per The Sunday Times.

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[Younger clients drive growth of couture](#)

The pinnacle of the luxury pyramid remains in fine fettle, Women's Wear Daily reports.

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[Audi plans aggressive series of plug-in hybrid launches](#)

In a countermove to BMW's electric-car offensive, Audi plans to launch at least four plug-in hybrid cars in the coming years, reports Automotive News.

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The value of luxury poseurs

In the mid-aughts, Burberry faced an unusual problem: too many people were wearing its signature pattern.

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