

NEWS BRIEFS

Hermès, Prince George, London real estate and Maserati – News briefs

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Video still from Hermès scarf app promotion

By STAFF REPORTS

Today in luxury marketing:

[Hermès sales hit by weakness in Japan](#)

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French luxury goods firm Hermès posted a slowdown in second quarter sales growth, hit by a slump in Japanese demand and adverse changes in foreign exchange rates, reports Reuters.

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[How Britain's Prince George is ruling the children's luxury market](#)

On the eve of his first birthday, Britain's Prince George reigns supreme as the world's most influential toddler, says Forbes.

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[London luxury home values cut by strong pound, tax fears](#)

Homes worth more than \$3.4 million in central London's best districts fell in value in the

second quarter in the latest signs of cooling in the United Kingdom capital's luxury-home market, according to Bloomberg.

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[Maserati to cap global sales at 75,000 vehicles a year](#)

Luxury carmaker Maserati, part of Fiat Chrysler Automobiles, will not sell more than 75,000 vehicles globally a year to retain the exclusivity of the Italian brand, per Automotive News.

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Dior fall/winter 2014 campaign image

Luxury Daily live news from July 18:

[Dior films imaginary New York sitting room for fall/winter 2014](#)

French couture label Christian Dior is further explaining the mood of its print advertising campaign for fall/winter 2014 with a social video.

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[Neiman Marcus enables Visa Checkout to boost ecommerce conversion](#)

U.S. department store Neiman Marcus has added Visa Checkout as a payment method for its ecommerce site to make shopping online easier for its consumers.

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[Hublot takes inspiration from taxi cabs for New York exclusive watch](#)

Swiss watchmaker Hublot is reaching out to its New York consumers with an exclusive timepiece inspired by Manhattan taxi cabs.

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[Smythson shows dedication to theater with Oscar Wilde diary, hotel package](#)

British leather goods maker Smythson is teaming up with Hotel Café Royal in London for an Oscar Wilde-themed room package.

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