

## NEWS BRIEFS

# Balmain, retail, automakers in China and Kering – News briefs

July 30, 2014



*Balmain campaign image*

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By STAFF REPORTS

Today in luxury marketing:

[Why Balmain's designer loves Zara's copies](#)

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**Luxury Daily**

Balmain's Olivier Rousteing could be seething every season when his catwalk pieces are interpreted - some would say copied - by the high street but, on the contrary, he is delighted, says British Vogue.

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

[The shoe wars heat up](#)

This week Harrods is joining Selfridges in London (35,000 square feet), Lane Crawford in Hong Kong (30,000) and Barneys New York (22,000) and unveiling a mega-huge revamped shoe department — sorry, “shoe heaven” — in a 42,000-square-foot space, reports The New York Times.

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

[Car makers in China lack pricing luxury](#)

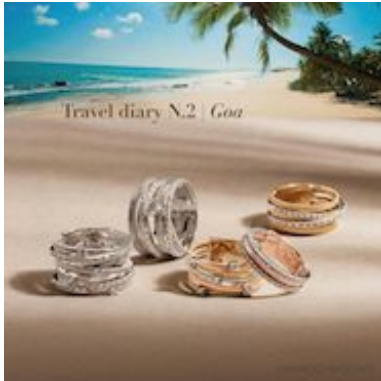
For all the ways in which Beijing loves to teach multinationals a lesson, foreign car makers can at least endure the pressure. Partly, they can become more local, according to The Wall Street Journal.

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

[Kering Foundation supports "Bring Back Our Girls" campaign](#)

Valérie Trierweiler and Paris mayor Anne Hidalgo joined forces to inaugurate a “Bring Back Our Girls” exhibit in Paris, per Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)



*Marco Bicego travel diary image*

Luxury Daily live news from July 29:

[Marco Bicego takes consumers around the world with jewelry diary](#)

Italian jeweler Marco Bicego is using social media to take its consumers on a world tour.

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

[Frette teams up with client hotel for social contest](#)

Italian linens brand Frette is hosting a contest with GrandLife Hotels, the lifestyle content Web site for the SoHo and Tribeca Grand Hotels in downtown New York.

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

[Magellan Jets shows dedication to safety through further nonprofit ties](#)

Private jet charter company Magellan Jets is being recognized for its safety initiatives by the nonprofit Air Charter Safety Foundation.

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

[Anya Hindmarch pop-up serves up clutches and ice cream cones](#)

British accessories brand Anya Hindmarch has set up a temporary mini-mart-themed boutique on London's Mount Street.

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[Lamborghini gives fans access to race through social media](#)

Swiss activewear label X-Bionic has designed limited-edition jackets for Automobili Lamborghini.

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