

NEWS BRIEFS

## China, Louis Vuitton, Ralph Lauren and Europe – News briefs

August 20, 2014



*From Michael Kors Web site in China*

---

By STAFF REPORTS

Today in luxury marketing:

[Five tips to drive ecommerce in China](#)



Chinese shoppers love luxury brands, but until now their ecommerce experience has not always measured up, according to Adage.

[Click here to read the entire story on Adage](#)

[Vuitton not yet responded to suit by luxury sneaker maker](#)

LVMH Moet Hennessy Louis Vuitton, which was sued for trademark infringement by a maker of men's sneakers that sell for as much as \$1,200 a pair, has yet to file a response to the June 30 suit, per Bloomberg.

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

[Ralph Lauren wins counterfeit case in Italy](#)

The Court of Milan's intellectual property division has found Bergamo-based textile

company Fratelli Martinelli Textile Srl guilty of creating and selling counterfeit merchandise with a logo intentionally similar to that of The Polo/Lauren Co. LP, a subsidiary of Ralph Lauren Corp, per WWD.

[Click here to read the entire story on WWD](#)

[Europe factors to watch shares set to rally](#)

European stocks were set to rally on Monday, reversing the previous session's losses, helped by easing worries over geopolitical risks from Ukraine and Iraq, according to Reuters.

[Click here to read the entire story on Reuters](#)

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.