

NEWS BRIEFS

Louis Vuitton, Hermès, Net-A-Porter and BMW – News briefs

August 21, 2014



Video still from Louis Vuitton's "Shoes Across Paris"

By STAFF REPORTS

Today in luxury marketing:



The art of Louis Vuitton luxury

Louis Vuitton pulled out all the stops for the launch of their latest high jewelry collection in Singapore, reports The Star.

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

Inside Hermès: luxury's secret empire

Axel Dumas, sixth-generation scion of the Hermès luxury goods dynasty and since February its CEO, has a secret, according to Forbes.

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

Retail goes offline to bring luxury alive

With tropical Queensland and the Qualia resort serving as backdrop, luxury online retailer Net-a-Porter and its sibling men's wear site Mr Porter are banking on success from their sponsorship of this week's Hamilton Island Race Week, The Australian reports.

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

[Sixt says BMW car-sharing profitable in most communities](#)

Sixt SE, Germany's biggest auto-rental company, said its car-sharing venture with BMW is profitable in cities where it's been operating for more than a year as sign-ups exceed forecasts, per Bloomberg.

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

© Napean LLC. All rights reserved.

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