

NEWS BRIEFS

## Louis Vuitton, Luxottica, Comme des Garçons and Mercedes – News briefs

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*Louis Vuitton Spirit of Travel campaign image*

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By STAFF REPORTS

Today in luxury marketing:

### [Louis Vuitton trailblazer Carcelle dies aged 66](#)

Yves Carcelle, the man credited with turning Louis Vuitton into the world's biggest luxury brand by revenue, died on Sunday, Louis Vuitton parent LVMH said, reports Reuters.

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### [Luxottica CEO Guerra departs after differences with founder](#)

Luxottica Group, the world's largest eyewear maker, said Andrea Guerra stepped down as chief executive officer after a decade at the helm following differences with founder Leonardo Del Vecchio, according to Bloomberg.

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

### [A luxury brand thriving in China](#)

While many companies in the luxury industry are seeing sales growth slow in China, Comme des Garçons International is thriving. The secret, the upscale retailer's president

says, is having the courage to buck mainstream fashion and business trends, per the Wall Street Journal.

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

[Mercedes faces speed bump in luxury car sales drive in China](#)

When Daimler decided to post a board member to Beijing for the first time, it did so with a simple mandate: repair long-running operational problems at the German company's Mercedes-Benz unit in China and close the gap with BMW and Volkswagen's Audi, says the Financial Times.

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

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