

NEWS BRIEFS

## Bergdorf Goodman, Yoox, Twitter and Ferrari – News briefs

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*Dior fall/winter 2014 campaign image*

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By STAFF REPORTS

Today in luxury marketing:

[Tom Ford, Christian Dior accessory shops open at Bergdorf Goodman](#)

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BG 20/20 — the new vision for overhauling Bergdorf Goodman women's store — made its first impression this month with the opening of Tom Ford and Christian Dior accessory shops, per Women's Wear Daily.

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

[How Yoox turned the luxury-goods industry onto digital](#)

On May 17, 2000, accountants from KPMG were called to the Carnaby Street offices of the online fashion retailer boo.com, says British Wired.

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

[Twitter tests mobile commerce with 'buy' button](#)

Twitter Inc. wants its users to more easily move from a tweet to a shopping cart, with the

company unveiling its first foray into e-commerce on Monday. Those offering products as part of the test range from brands to artists and nonprofit organizations, including luxury clothing retailer Burberry, country music artist Brad Paisley, pop singer Demi Lovato, home improvement chain Home Depot Inc. and nonprofit DonorsChoose, reports the Wall Street Journal.

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

[Ferrari chairman likely to step down before year-end -sources](#)

Luca Cordero di Montezemolo is likely to step down towards the end of the year as chairman of Ferrari after clashes over strategy with Sergio Marchionne, the CEO of parent group Fiat, two sources close to the matter said on Monday, according to Reuters.

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

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