

NEWS BRIEFS

Fashion stocks, Jaguar, Jimmy Choo and Mulberry – News briefs

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Mulberry Carascope animation

By STAFF REPORTS

Today in luxury marketing:

[Fashion stocks decline](#)

Fashion stocks notched a loss today as global markets pulled back and Apple Inc.'s long-expected move into the smartwatch category failed to inspire much investor enthusiasm, per WWD.

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[Jaguar targets women and younger drivers with its cheapest car](#)

British luxury carmaker Jaguar launched its cheapest ever car on Sept. 8, the first new model in a range designed to widen its appeal to women and younger drivers and take on bigger rivals such as BMW, Audi and Mercedes-Benz, according to Reuters.

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

[Jimmy Choo IPO could value brand at \\$1B](#)

Jimmy Choo, the luxury shoemaker owned by JAB Holdings, may begin its initial public

offering in London as soon as this month amid rising demand for expensive footwear, according to people with knowledge of the situation, per Bloomberg.

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[Mulberry to appoint designer before new CEO](#)

Mulberry will recruit a new creative director before it hires a new CEO, executive chairman Godfrey Davis revealed at the brand's annual shareholders' meeting Sept. 8, says British Vogue.

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

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