

## NEWS BRIEFS

# Hermès, LVMH, Alibaba and .Luxury – News briefs

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*Hermès fall/winter 2014 ad campaign*

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By STAFF REPORTS

Today in luxury marketing:

[Hermès unbridled: Jewelry from a different stable](#)



Earlier this week Hermès presented three new sets of jewels in Paris. And like all things Hermès, the horse was present, though this time in a more elusive, almost ghostly way, per the Telegraph.

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

[LVMH explores the layers below luxury](#)

For tourists and partygoers flocking to the edgy nightlife of Singapore, the Ku Dé Ta bar perched 57 floors above the city-state's first casino is a popular stop on the drinking circuit, according to Financial Times.

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

[Alibaba is bringing luxury, fast, to China's middle class](#)

On a cold day in April, a group of New Zealand fishermen set out to harvest 50,000 large oysters from the waters of the South Pacific, The New York Times reports.

[Click here to read the entire article on The New York Times](#)

How .Luxury connects luxury brands with consumers

Monica Kirchner, co-founder and CEO of Dot Luxury (.Luxury), explains how the company connects luxury brands with consumers, per Bloomberg.

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

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