

NEWS BRIEFS

Gucci, Paul Poiret, Miami and luxury retail – News briefs

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Gucci disco bag

By STAFF REPORTS

Today in luxury marketing:

[Di Marco's Gucci a work in progress](#)

Despite a disappointing set of third-quarter sales figures, Gucci chief executive officer Patrizio di Marco maintains that the Italian luxury giant is on the right track in terms of its repositioning efforts and is working to boost its competitive edge over rivals, both established and emerging, per Women's Wear Daily.

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[Fashionistas and investors start salivating: Paul Poiret is for sale](#)

There's another fashion heritage name on the auction block. Luvanis, an investment company based in Luxembourg that specializes in identifying and buying the trademarks of major fashion names gone dormant, announced on Oct. 28 that it would sell the Paul Poiret brand, says The New York Times.

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[A bet on Miami signals luxury retail's urban shift](#)

General Growth Properties Inc. and Ashkenazy Acquisition Corp. are paying \$280 million for a 20 percent stake in the company that owns much of this city's Design District, betting on the emerging luxury-retail neighborhood as some 50 brands prepare to open new stores, according to the Wall Street Journal.

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[One percenters drop six figures at Long Island mall](#)

At Americana Manhasset, the salespeople know your closet better than you do. They call designers in Paris or Milan to find the perfect little black dress. They deliver soup when you're ill, reports Bloomberg Businessweek.

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