

NEWS BRIEFS

LVMH, Zimmerli and luxury watchmakers – News briefs

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Cindy Sherman Rocks Balenciaga Kate Moss by

By STAFF REPORTS

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Today in luxury marketing:

[LVMH CEO says not seeking control of Hermes](#)

Bernard Arnault, chief executive of the world's No. 1 luxury group, LVMH, said he was not seeking control of luxury peer Hermès, in which his group owns more than 20 percent, but was a friendly shareholder, according to Reuters.

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Luxury Daily

[Zimmerli: Swiss movement](#)

Well known among the celebrity crowd, and a staple in Europe, Zimmerli is out to make

the U.S. its No. 1 market, according to WWD.

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[Luxury watchmakers fishing for friends on Facebook](#)

Luxury watchmakers are increasingly turning to online social network sites and forums to promote their products and satisfy a growing appetite for information about luxury timepieces, particularly in China, according to Reuters.

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[Vietnam, among the fastest growing luxury markets worldwide](#)

Vietnam's wealthiest local community lives in Ho Chi Minh City (Saigon), where the authorities have projected gross domestic product per capita to reach \$3,130 this year and \$4,800 by 2015 from the over \$2,800 in 2010, according to L2 Think Tank.

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