

NEWS BRIEFS

## LVMH, Russia, La Perla and Hudson's Bay Company – News briefs

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*Hermes Metamorphosis campaign*

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By STAFF REPORTS

Today in luxury marketing:

[LVMH books \\$3.5B gain on Hermès stock distribution](#)

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LVMH Moët Hennessy Louis Vuitton, the largest luxury-goods company, booked a \$3.5 billion capital gain after distributing its 23 percent stake in Hermès International to investors, reports Bloomberg Businessweek.

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[As ruble erodes, Russians buy out last remaining luxuries](#)

The glittering Jaguars and Land Rovers parked on the showroom tiles at Rolf car dealership in Moscow looked like a steal, still priced in last week's rubles. But by Dec. 17 you were probably too late, according to Reuters.

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[La Perla to present Atelier collection during couture](#)

La Perla is going to present its new Atelier collection during the upcoming Paris couture shows, per Women's Wear Daily.

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[Meet the new Hudson's Bay CEO, Toys 'R' Us vet Gerry Storch](#)

Canadian department-store operator Hudson's Bay Co. has looked like one of the savvier deal makers of the past few years, says the Wall Street Journal.

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