

NEWS BRIEFS

Japan, luxury cars, luxury shoppers, China – News briefs

December 29, 2014



AMG-GT Mercedes-Benz

By STAFF REPORTS

Today in luxury marketing:

[Sign up now](#)
Luxury Daily

[Japanese retailers gearing up for New Year's sales](#)

As Japanese retailers gear up for a busy year-end and New Year's sales season, they are also having to contend with some less-than-ideal economic factors that may negatively influence consumer spending. Because of this, many stores are pulling out all the stops and planning elaborate promotions for one of the year's busiest shopping periods, per WWD.

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

[Luxury cars to be cheaper as Mercedes, BMW and Audi slash prices](#)

With Christmas around the corner and the year coming to an end, the season of deep discounts is here again for luxury cars. Manufacturers are offering discounts up to Rs 10 lakh to entice buyers, aiming to improve their overall annual performance. Discounts in general peaked in the Indian car market in 2014, as companies tried to stimulate demand, reports The Economic Times.

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

[The average luxury shopper may surprise you](#)

The average luxury shopper doesn't look like a Real Housewife of Beverly Hills. According to a report from marketing agency Epsilon and boutique research and consulting firm Luxury Institute, a true luxury shopper — one that has the financial means to purchase high-end items frequently throughout the year – is most likely to be an Asian or Middle Eastern single man between the ages of 25 years and 44 years old, with no children, according to The Wall Street Journal.

[Click here to read the entire article on The Wall Street Journal](#)

[China's private jet market faces pullback amid corruption probes, anti-luxury mood](#)

China's wealth boom has turned the country into a growing new market for private jet suppliers in recent years. Yet a government crackdown on corruption and a creeping anti-luxury climate under Chinese President Xi Jinping may be changing that, Forbes reports.

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

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your [feedback](#) is welcome.