

NEWS BRIEFS

Prada, Saks, Printemps and Chinese auto sales – News briefs

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Prada fall/winter 2014 campaign image

By STAFF REPORTS

Today in luxury marketing:

[Prada moves HQ back to Italy](#)

Prada has moved its headquarters back to Italy from Luxembourg, says British Vogue.

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[Saks battles legal suit with former transgender employee](#)

Saks Fifth Avenue, embroiled in a legal suit involving a transgender employee who was fired, has caught the ire of Human Rights Campaign, per Women's Wear Daily.

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

[Printemps' pleasure palaces could teach Metro a retail lesson](#)

Go visit the Paris flagship store of Printemps. The crowds at the grand magasin on the Boulevard Haussmann show that, when it comes to parting with money, human nature will sometimes demand an experience far more pleasurable than clicking on a mouse and waiting for a cardboard package in the mail, according to the Financial Times.

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

[Car makers pay to keep Chinese dealers happy as market slows](#)

After years of outsized growth that turned China into the world's biggest car market, a slowdown is exacerbating tensions between global automakers and local car dealers, with smaller margins leading to tougher negotiations over sharing profits, reports Reuters.

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