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NEWS BRIEFS

Russia, Fendi, Michael Kors and China – News briefs

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Fendi 3Baguette

By STAFF REPORTS

Today in luxury marketing:

Russian buyers scarce in the global luxury real estate market

After 22 years living in Moscow and promoting overseas real estate to wealthy Russians, Kim Waddoup is unfazed by the recent plunge in the ruble's value, which has made many Russians much less wealthy, per The New York Times.

Click here to read the entire article on The New York Times

Fendi chief seeks market share growth as luxury demand stalls

Fendi, the bagmaker owned by LVMH Moet Hennessy Louis Vuitton, is well positioned to boost revenue in 2015 despite the difficulties facing the luxury goods industry, according to Chief Executive Officer Pietro Beccari, according to Bloomberg.

Click here to read the entire article on Bloomberg

Michael Kors may see "halo effect" from Michelle Obama's suit

The luxury goods company is basking in some media buzz after Michelle Obama wore a gray skirt suit from the designer's 2013 collection to the State of the Union address, per Business of Fashion.

Click here to read the entire article on Business of Fashion

China's premier lays out economic reform plan

China is pushing ahead with ambitious pro-business reforms. Chinese premier, Li Keqiang, spoke here Jan. 21 and reassured nervous world leaders the biggest emerging economy, which last year posted a slowdown and expanded by only 7.4 percent, "is not heading" for a hard landing, WWD reports.

Click here to read the entire article on WWD