

NEWS BRIEFS

South Korea, Russia, Michael Kors and Swarovski – News briefs

March 10, 2015



Michael Kors menswear

By STAFF REPORTS

Today in luxury marketing:

[With BMWs common in Gangnam, Koreans splurge on Bentleys, Maseratis](#)

Sign up now

Luxury Daily

Flashy Maseratis and Bentleys are fast becoming the cars of choice for young, monied South Koreans, eclipsing German luxury brands now so commonplace that some in Seoul's upscale Gangnam district jokingly refer to a BMW 5-series as a Hyundai Sonata, says Reuters.

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

[Russian recession weighs on luxury goods sales](#)

Russia's lurch into recession has hit many tourism and luxury goods companies hard, driving them to cut prices and reduce costs in an attempt to limit the damage, according to The New York Times.

[Click here to read the entire article on The New York Times](#)

[Michael Kors hosts charity luncheon for the Boys' Club Of New York in Palm Beach](#)

Designer Michael Kors hosted a luncheon in sunny Palm Beach for The Boys' Club of New York on March 6, per Fashion Times.

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

The business of being Swarovski

Nadja Swarovski has always had crystals on her mind, from sunrise to sunset, and it's no wonder: The house she grew up in was right next to the company headquarters in the Austrian Tyrol and the view from her bedroom window was a big Swarovski sign. As a kid, she customized her jeans with the homegrown sparklers and made her own necklaces and bracelets from them, too, WWD reports.

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

© Napean LLC. All rights reserved.

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