

NEWS BRIEFS

Price adjustments, luxury malls, Swatch and BMW – News briefs

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Chanel 11.12

By STAFF REPORTS

Today in luxury marketing:

[Luxury price adjustments likely to trail Chanel](#)

Few luxury companies are likely to match Chanel's dramatic move to harmonize prices, which involves an imminent 20 percent price increase in Europe and a 20 percent drop in China, according to HSBC, per Women's Wear Daily.

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Luxury Daily

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[Luxury malls ride out changing US shopping habits](#)

Sometimes, Kevin does not see a single person for three hours straight. So, when a customer walks into the Michael Kors store in the Westchester Mall, tucked in a wealthy suburb 30 miles north of New York City, the young sales worker dashes up excitedly to greet her, says the Financial Times.

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

[There's something in the way they move](#)

More than a decade ago, a Swatch Group announcement about the supply of movements shook the watch industry. The Wall Street Journal assesses the ongoing consequences.

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[BMW tempers profit-growth forecast as spending remains high](#)

BMW AG forecast slower earnings growth in 2015 because of aging models and high spending on new technologies to fend off rivals, sending the stock down the most in almost three years, reports Reuters.

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