

NEWS BRIEFS

Fashion shows, Ferragamo, Audi and private jets – News briefs

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Dior cruise 2016 show

By STAFF REPORTS

Today in luxury marketing:

Fashion houses hit the road

A multiday itinerary in a far-off locale, filled with free lunches, dinners, plane rides, car service, fancy hotels, late-night parties and tons of flash photography, all centered around the main event: watching pretty girls walk down an aisle. No, it's not the destination wedding of your richest, most powerful friend or relative, but a fashion show, a mega one, says Women's Wear Daily.

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China still purrs for Ferragamo's luxury goods

In spite of the crackdown on graft in China, the world's second largest economy remains one of the key markets for the luxury goods industry, reports the Financial Times.

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

Audi unveils ultralight bicycle with a car's price tag in Japan

Luxury auto maker Audi unveiled its latest bicycle design in Japan this week: an ultralight, high-end bicycle that comes with a price tag fit for a low-end car, according to the Wall Street Journal.

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

Private jet travel takes off

Private jet travel has long been synonymous with luxury, but in recent years it's become something else: big business, per The New York Times.

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