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**NEWS BRIEFS** 

## Hermès, Christian Louboutin, Alexander McQueen and Burberry – News briefs

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Glitter Pigalle Follies pumps by Christian Louboutin

By STAFF REPORTS

## Today in luxury marketing:

The smell test: Hermès Le Jardin de Monsieur Li



The spotlight of the global fragrance business now shines on the quality of juice within the bottle, rather than on marketing bluster that once powered a number of launches in the past, per WWD.

Click here to read the entire article on WWD

## Christian Louboutin releases fall '15 lookbook images

Christian Louboutin has released its fall '15 lookbook imagery, which features the designer's signature red-soled shoes on the gym court, reports Footwear News.

Click here to read the entire article on Footwear News

Alexander McQueen could be featured on Britain's new \$20 note

The Bank of England has asked the public to choose an artistic visionary who will appear on the new \$20 note — commonly called a "bill" in the U.S, Fashion Times reports.

Click here to read the entire article on Fashion Times

## Burberry cuts guidance, citing currency volatility

Fashion house Burberry disappointed investors as it lowered earnings guidance for the full-year and reported higher expenses, according to The Wall Street Journal.

Click here to read the entire article on The Wall Street Journal

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