

NEWS BRIEFS

Automobiles, euro, Michael Kors and Houston – News briefs

May 27, 2015



Michael Kors watch promotional image

By STAFF REPORTS

Today in luxury marketing:

[Luxury cars have become terribly common, potentially expensive](#)

It seems the "C" in Mercedes-Benz C class sedan stands for "common": there are more of them being sold this year than Ford Falcons. Include the C class coupes and there are more than Falcons and Toyota Aurions combined, per The Sydney Morning Herald.

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[Euro weakness upsets luxury brand pricing](#)

The gap between the prices for luxury handbags, watches and jewelry in Europe and in China is the biggest it has been for three years, as weakness in the euro upsets global pricing strategies for high-end consumer brands, reports The Financial Times.

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

[What to expect when Michael Kors reports earnings tomorrow](#)

Luxury goods retailer Michael Kors is scheduled to report its fiscal 2015 fourth quarter

earnings results before the market open on the morning of May 27. Analysts are expecting the company to post a year-over-year increase in earnings and revenue for the most recent quarter, according to The Street.

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

[Houston retailers hit by area flooding](#)

Record rainfall and flash flooding in the Houston area are impacting retailers, including some that have decided not to open their stores May 26, while others were experiencing delays on deliveries, WWD reports.

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