

NEWS BRIEFS

Mulberry, Tiffany, Ramadan and Mercedes – News briefs

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Mulberry spring/summer 2015 campaign image

By STAFF REPORTS

Today in luxury marketing:

Mulberry sales show signs of recovery after difficult year

An ill-judged strategy by handbag-maker Mulberry to move upmarket and become a rival to luxury brands such as Gucci and Dior backfired badly, the Somerset firm has confirmed, per The Guardian.

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Tiffany CEO: Consumer experience key to growth

Tiffany & Co. doesn't want to be the biggest luxury brand by sales, but it wants to be the most relevant to consumers, according to Women's Wear Daily.

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London calling in pre-Ramadan rush

If the Skylark's song heralds the start of spring in London, it is the roaring sound of the supercar that marks the start of the summer — and, with it, a burst of spending along the

key luxury corridors of the British capital in the weeks leading up to the Islamic holy month of Ramadan, reports Business of Fashion.

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[Mercedes opens Indian factory to cut costs and boost sales](#)

German automaker Mercedes-Benz plans to increase the number of cars it makes in India, hoping to trim retail prices to help grab a bigger share of a luxury car market where competition is intensifying from rivals Audi and BMW, says Reuters.

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