

NEWS BRIEFS

Bulgari, BMW and Polo Ralph Lauren – News briefs

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By STAFF REPORTS



Today in luxury marketing:

[Kirsten Dunst named Bulgari face](#)

Kirsten Dunst has been tapped as the face of Bulgari's forthcoming women's fragrance, Mon Jasmin Noir, according to Styleite.

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[Pay for your latte with your BMW key](#)

Near field communication, is a short-range, high-frequency wireless communications technology that allows devices to exchange data when they are within about four inches

of each other, according to Translogic.

[Click here to read the entire story on Translogic](#)

[Polo Q3 profits jump 51.6pc](#)

Polo Ralph Lauren Corp. on Wednesday posted double-digit percentage gains in both profits and revenues for the third quarter, according to WWD.

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[Fashion footwear sales increased in 2010](#)

It is official: 2010 was a good year for the footwear industry, as Americans bought more trendy shoes than they did in 2009, according to WWD.

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