

NEWS BRIEFS

Aston Martin, Anya Hindmarch, Michael Kors and Gucci – News briefs

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Anya Hindmarch Yes sticker

By STAFF REPORTS

Today in luxury marketing:

[Aston Martin looks at more than 10 sites for new factory](#)



Aston Martin is reviewing more than 10 sites in Europe, the U.S. and other global locations for a new factory to build its first crossover, reports Automotive News.

[Click here to read the entire article on Automotive News.](#)

[Anya Hindmarch's luxury sticker success](#)

The success of Anya Hindmarch's line of leather stickers, designed in collaboration with Charlotte Stockdale and Katie Lyall's creative consultancy Chaos Fashion, has been nothing short of remarkable, says Business of Fashion.

[Click here to read the entire article on Business of Fashion.](#)

[Michael Kors targets landlords with counterfeiting suit](#)

Michael Kors' recent decision to crack down on New York counterfeiters by suing their

landlords was bold for a Manhattan-based fashion firm, but also uncommon for an industry facing this ongoing multibillion dollar problem, according to Women's Wear Daily.

[Click here to read the entire article Women's Wear Daily.](#)

[Gucci owner calls for Hong Kong rent cuts as market wilts](#)

Luxury companies including Kering are demanding lower Hong Kong store rents to reflect the island city's waning appeal with wealthy Chinese shoppers, per BloombergBusiness.

[Click here to read the entire article on BloombergBusiness.](#)

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