

NEWS BRIEFS

Burberry, Jeremy Scott, Jaguar and auto – News briefs

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Designer Jeremy Scott with Miley Cyrus

By STAFF REPORTS

Today in luxury marketing:

[Burberry revamps its image in Japan](#)

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For nearly half a century, Burberry outlets in Japan have sold everything from golf bags to miniskirts and Burberry-clad Barbie dolls—the result of a decades-old license agreement that left the British luxury brand’s Japanese business in the hands of a local vendor, says Wall Street Journal.

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

[Jeremy Scott redesigns MTV Moonman for 2015 MTV Video Music Awards](#)

MTV has teamed up with Jeremy Scott to redesign the MTV Moonman for the 2015 MTV Video Music Awards, per Women's Wear Daily.

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[Millennials are developing parents' taste for Jaguars, Cadillacs](#)

Millennials are developing a taste for expensive – and even luxury – automobiles and taking out cheap leases so they can afford them, according to Automotive News.

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[The lucrative, barely legal business of shipping luxury cars to China](#)

The help-wanted ad was sketchy and the man who placed it was even sketchier, reports The Daily Beast.

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