

NEWS BRIEFS

Michael Kors, Moda Operandi and Porsche – News briefs

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By STAFF REPORTS



Today in luxury marketing:

[Project his way: Kors expands](#)

The fashion designer describes his aesthetic as “pragmatic indulgence,” a term that can also describe his business plans, according to The Wall Street Journal

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[Moda Operandi brings trunk show concept to Web](#)

Moda Operandi, the online upstart founded by Lauren Santo Domingo and Aslaug Magnusadottir, goes live with the first sale of Alexander Wang, according to WWD.

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[Facebook Porsche 911](#)

As part of its “Thank You” campaign, Porsche plastered the names of one million of its closest Facebook friends onto a hybrid hot rod, according to BuzzFeed.

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[Luxury retailers shine a spot on their artisans](#)

These days, long-established luxury retailers with a history of craftsmanship are highlighting that heritage with vigor, dispatching artisans like Claudine on multi-city tours to show off their unique skills, according to L2 Think Tank.

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