

NEWS BRIEFS

David Yurman, Kering, Moschino and Audi – Live news

October 9, 2015



Photo of VivaLuxury courtesy of Bergdorf Goodman

By STAFF REPORTS

Luxury Daily's live news updates from Oct. 8:

[Audi September sales grew even amid emissions scandal](#)

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The emissions scandal at Audi's parent company Volkswagen appear to have left the automaker's sales largely untouched, with the brand increasing its deliveries 6.8 percent in September.

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[Stuart Weitzman teams with Neiman Marcus, Bergdorf Goodman for fall shoe push](#)

U.S. footwear label Stuart Weitzman is reaching the affluent audiences of Bergdorf Goodman and Neiman Marcus through digital campaigns focused on personal style.

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[David Yurman enlivens holiday advertising with Technicolor imagery](#)

U.S. jeweler David Yurman is brightening up its holiday advertising with its first campaign shot in color.

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[Moschino gets squeaky clean in Fresh fragrance ad](#)

Italian fashion label Moschino is again eschewing traditional fragrance bottles with the release of its Fresh Eau de Toilette modeled after household cleaning sprays.

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[Kering blends affinity for film, sustainability in co-produced documentary](#)

French conglomerate Kering is furthering its environmental efforts by co-producing a feature-length documentary about climate change.

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