

NEWS BRIEFS

Balmain, BMW, Prada and Chinese consumers – News briefs

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Balmain creative director Olivier Rousteing posing with Kendall Jenner and Jourdan Dunn in #HMBalmaination

By STAFF REPORTS

Today in luxury marketing:

[Olivier Rousteing muses about Balmain for H&M](#)

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"Everything happens so fast," said Olivier Rousteing, creative director of Balmain Paris. "My Paris runway show was a week ago. I'm really excited about the next men's wear show and pre-fall," reports Women's Wear Daily.

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[BMW, Uber team up to offer 7-series rides](#)

Uber users in some U.S. cities will have a chance to get a ride in sporty, luxurious style Oct. 19 in the new BMW 7 series, per Automotive News.

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[Prada should be Prada](#)

Over the last two years, Prada's sales and profitability have suffered. Its share price has lost more half of its value. All this despite being one of the world's best known and most loved fashion brands. What went wrong and what can be done? ask Business of Fashion.

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[Chinese look yonder for luxury goods](#)

Even as the sales of luxury goods have cooled in the mainland, Chinese shoppers are still buying luxury items, but many now are doing their shopping overseas, according to observers, according to China Daily USA.

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