

NEWS BRIEFS

Oscar de la Renta, Michael Kors, Burberry and BMW – News briefs

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Burberry Scarf Styling tutorial image

By STAFF REPORTS

Today in luxury marketing:

[Oscar de la Renta denies PETA claims](#)

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Oscar de la Renta was inundated with calls Nov. 3 after the People for the Ethical Treatment of Animals alleged on its Web site that Gilt was selling a style of the designer brand's shoes that used the skin of elephants, reports Women's Wear Daily.

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

[Michael Kors profit and revenue beats estimates, shares surge](#)

Michael Kors said Nov. 4 it had net income of \$193.1 million, or \$1.01 a share, in its fiscal second quarter, compared with \$207 million, or \$1.00 a share, in the year-earlier period. Revenue rose 6.9 percent to \$1.13 billion, says MarketWatch.

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

[Burberry to unify brands under one label in bid to boost appeal](#)

U.K. luxury goods maker Burberry Group Plc plans to unify its collections under one brand to make it easier for customers to understand its product offering, according to Bloomberg.

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[BMW adds to lead in US luxury race, as Mercedes slips and Lexus fades](#)

BMW may be pulling away from both Mercedes-Benz and Lexus in total U.S.-market luxury sales for 2015 after an October performance that solidified the pole position for the German premium brand, per Forbes.

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