

NEWS BRIEFS

Tamara Mellon, holiday windows, Manolo Blahnik and Nokia – News briefs

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Instagram post from Manolo Blahnik

By STAFF REPORTS

Today in luxury marketing:

[Tamara Mellon: A quick stay in bankruptcy and partnership with NEA](#)

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It's not cheap or easy to be disruptive, but if you slip up, there might still be money to be had for a second try, per Women's Wear Daily

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[In digital age, holiday windows still drive sales](#)

Holidays sales are critical to retailers. For retailers in the U.S., the world's largest consumer market, 25 percent of annual sales happen during the holiday season, according to market research firm NPD Group. And since the 1870s, when Macy's created one of New York's first holiday window displays, these festive feats of visual merchandising have become not only a seasonal tradition, but powerful marketing devices, says Business of Fashion.

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[Manolo Blahnik shoes in court](#)

Manolo Blahnik has become embroiled in a lawsuit in New York after the London-based shoe label was accused of attempting to import shoes made of snakeskin into America. Three-hundred pairs of the shoes were seized by the US Fish & Wildlife Service more than two years ago, The Fashion Law reports, because the skin used in the making of the footwear violated federal laws, reports British Vogue.

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

[Finland's Nokia closes maps unit sale to German car makers](#)

Finland's Nokia on Dec. 4 said it had completed the sale of its navigation business HERE to German car makers BMW, Audi and Mercedes, according to Reuters.

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