

NEWS BRIEFS

Loro Piana, Saint Laurent, Bulgari and Audi – News briefs

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Loro Piana baby cashmere drawing

By STAFF REPORTS

Today in luxury marketing:

[Loro Piana preserves its heritage and looks forward to the future](#)

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When French fashion group LVMH paid \$2.6 billion for the family-owned, ultraluxe Italian brand Loro Piana, everyone wanted to know: What would they change? The answer: Not much, per WSJ. Magazine.

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[Saint Laurent opens in Tokyo](#)

Saint Laurent has just opened its largest store worldwide in Tokyo. The three-floor boutique features 10,000 square feet of selling space and is located in a prime location along the Omotesando strip that was formerly occupied by a long-standing Benetton store, reports Women's Wear Daily.

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[Bulgari and the era of the global jeweler](#)

There are few chief executives of luxury brands in the world with as many reasons to be cheerful as Jean-Christophe Babin, says New York Times.

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[Audi's Stadler says automaker will stay focused on 2020 goals despite diesel scandal](#)

Audi will not adjust its key long-term goals in the aftermath of parent Volkswagen Group's emissions-cheating scandal – a crisis that has affected at least 11 million vehicles worldwide, including more than 2 million Audis, according to Automotive News.

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