

NEWS BRIEFS

Cartier, Kering, British luxury and Audi – News briefs

December 9, 2015



Image courtesy of Cartier

By STAFF REPORTS

Today in luxury marketing:

[Cartier's watches lose their sparkle in China](#)

The gold and diamonds of Cartier jewelry are so popular with women that the brand founded in Paris in 1847 is finding it difficult to market watches to men, reports Reuters.

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[As smog blankets Beijing, Pinault talks sustainability in fashion](#)

"We should change systems that no longer benefit our society or the planet." So said Francois-Henri Pinault, chief executive officer of Kering, speaking at Tsinghua University here on Tuesday, according to Women's Wear Daily.

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[Talking business: The turning tide of Britain's luxury market](#)

A chill wind has descended on recent earnings announcements from British luxury stalwarts such as Burberry and Mulberry. Chinese consumers, the jet engine of the global luxury market, have scaled back their spending in mainland China, Hong Kong and the UK, and shifted increasingly to continental Europe and Japan, says Drapers.

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[Audi has simple engine fixes for luxury diesel cars: CEO](#)

German carmaker Audi has found simple technical fixes for luxury diesel vehicles fitted with software found to have enabled engines to evade U.S. emissions limits, its chief executive said as the brand steps up efforts to recover from the scandal, per CNBC.

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