

NEWS BRIEFS

Conglomerates, luxury PR, Champagne and real estate – News briefs

January 4, 2016



Alicia Vikander for Louis Vuitton cruise 2016 ; Louis Vuitton has turned its business around in China

By STAFF REPORTS

Today in luxury marketing:

[LVMH, Richemont top list of biggest fashion firms by market cap](#)

The fashion apparel, accessories and luxury goods segment is big business really big, according to Women's Wear Daily.

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[Luxury brand strategies: How to attract affluent customers through PR](#)

As 2016 comes upon us, the new year is a great time to take a fresh look at your PR and marketing plans. One of the trickiest and most desirable sectors to reach is the luxury consumer. For perspective, I've gathered the advice of two entrepreneurs who are promoting their companies to this elite audience well, says Forbes.

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

[Champagne sales set for record year](#)

Champagne sales are set for a record year, driven by solid demand from export markets, favorable currencies and stabilizing sales in France, the fizzy drink's home market, reports Reuters.

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[The state of luxury realty a "mixed bag": CEO](#)

Sotheby's International Realty CEO Philip White discusses the state of luxury realty and the recovery since the financial crisis, per CNBC.

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