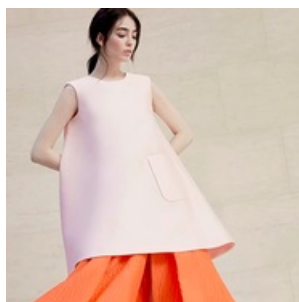


NEWS BRIEFS

## Moda Operandi, French fashion, ecommerce and BMW – News briefs

January 6, 2016



*Image courtesy of Moda Operandi*

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By STAFF REPORTS

Today in luxury marketing:

[Moda Operandi, online seller of 6-figure fashion, looks to bridal market for growth](#)

On the front wall of Moda Operandi's otherwise sleek, modern, downtown Manhattan office is a cast-iron dinner bell with a rope pulley. Whenever the luxury online fashion retailer made a sale over \$20,000, CEO Deborah Nicodemus would ring the bell to the cheers of staff at Moda, as the five-year-old e-commerce operation is known, says Forbes.

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[Politician's report scrutinizes French fashion](#)

While globally revered, France's fashion industry is "impeded by its structures and history and not dynamic enough to face global challenges." So says socialist politician Lyne Cohen-Solal in a report that has made waves since its release during the holiday doldrums, according to Women's Wear Daily.

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

[Do "digital flagships" deliver?](#)

We are increasingly comfortable with making purchases online. A few clicks and a computer-controlled robot in a warehouse the size of several football pitches picks, packs and despatches our chosen items in a sturdy but nondescript cardboard box, per Business of Fashion.

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[BMW retains US luxury sales title as carmakers cap record year](#)

BMW held on to the U.S. luxury-auto sales crown even with a 17 percent drop in December deliveries, nosing out Lexus and Mercedes-Benz as carmakers roared to a record year, reports Bloomberg.

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