

NEWS BRIEFS

## Louis Vuitton, industry outlook, Turkish tourism and Super Bowl 50 – News briefs

January 28, 2016



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

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By STAFF REPORTS

Today in luxury marketing:

### [Vuitton to appeal trademark ruling](#)

Louis Vuitton is appealing a decision by a New York court that threw out its claims of trademark infringement and dilution and copyright infringement against parody tote-bag company My Other Bag, says British Vogue.

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### [Why luxury still has its work cut out](#)

The luxury sector should get ready for a slow down in global growth in 2016 and beyond; and should not rely on charging different prices in different regions to generate revenue, an analyst has told CNBC.

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

### [After attack in Turkey, concerns about tourism](#)

Tourism in Turkey could suffer following the terrorist attack in Istanbul on Jan. 12 in the heart of the city's historic district near the famous Blue Mosque. The explosion the work of an Islamic State operative killed 10 tourists and came just a few months after the Oct. 10 terrorist bombings in the capital city of Ankara where more than 100 people were killed, according to The New York Times.

[Click here to read the entire article on The New York Times](#)

### [Luxury car rentals in high demand for Super Bowl 50](#)

Luxury car rentals are revving up in San Francisco thanks to the upcoming Super Bowl 50, which will be played next month at Levi's Stadium in Santa Clara, reports NBC Los Angeles.

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