

NEWS BRIEFS

Mini handbags, Tiffany, Burberry and automakers – News briefs

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Louis Vuitton Mini Icons campaign

By STAFF REPORTS

Today in luxury marketing:

[Super shrink me: The rise of the mini handbag](#)

If a customer walked into a Chanel store today, for the first time in five years, looking for a Classic Flap bag, they'd be forgiven for doing a double take at the price tag. From 2009 to 2014, the cost of a Classic Flap skyrocketed by 70 percent, per Business of Fashion.

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[Documentary "Crazy About Tiffany's" set to release](#)

In real estate circles, location is everything and so it was for filmmaker Matthew Miele. The impetus for his latest documentary, "Crazy About Tiffany's," came from time spent working across the street at another Manhattan institution, Bergdorf Goodman, while he was working on "Scatter My Ashes at Bergdorf's" in 2011 to 2013, says Women's Wear Daily.

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[Burberry sues JCPenney over alleged knockoffs](#)

Burberry Group PLC accused J.C. Penney Co. in a lawsuit Feb. 9 of infringing on its famous "check" pattern by selling exact copies of its designs, according to the Wall Street Journal.

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[Audi, BMW sell fewer luxury cars than Mercedes](#)

Germany's Audi and BMW sold fewer vehicles in January than luxury rival Mercedes-Benz, which has benefited from a continued surge in Chinese demand for its compact cars and sport-utility vehicles, reports Reuters.

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