

NEWS BRIEFS

Luxury spending, Mulberry, private aviation and Aston Martin – News briefs

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Georgia May Jagger for Mulberry

By STAFF REPORTS

Today in luxury marketing:

[Luxury spending to pick up despite global gloom](#)

The slowdown in China's economy may be rocking the world's stock markets, but that doesn't mean Chinese luxury consumers won't buy Jimmy Choo pumps or Cartier Trinity rings, reports Barron's.

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[Mulberry returns to spotlight as brands review catwalk strategy](#)

Much is riding on a debut collection from new creative director Johnny Coca for British fashion brand Mulberry which will be unveiled on Feb. 21, with shoppers able to buy some of the products within weeks in a nod to changing consumer trends, according to Reuters.

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[Private jet companies are rolling out luxury vacations](#)

The private aviation industry for the most part has always had a hard time wrapping itself around positioning the private jet as something that is part of the luxury lifestyle. After all, the industry is a convenient punching bag for politicians who want to rail against rich people and big companies, even though many are frequent private jet flyers themselves, per Forbes.

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[Aston Martin made for Bond "Spectre" film sells for \\$3.5M](#)

An Aston Martin DB10 car designed for the latest James Bond film "Spectre" has sold for some \$3.5 million at auction, far exceeding its reserve price, says Automotive News.

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

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