

NEWS BRIEFS

Fendi, Burberry, China and Valentino – News briefs

March 8, 2016



Gary Pepper Girl for Valentino's Mirabilia Romae

By STAFF REPORTS

Today in luxury marketing:

Palazzo Fendi to be officially unveiled on March 10

Palazzo Fendi was conceived to be "a must-see in Rome," according to Women's Wear Daily.

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Burberry faces a reality check as weak demand invites trench war

The trenchcoat, Burberry's signature garment, is military apparel. Appropriately so. A war of attrition is the likely result if the fashion group comes under attack from a would-be bidder or activist investor. The company has mobilized go-to takeover tacticians Robey Warshaw after the shares rallied in a manner reminiscent of furtive stake building, per the Financial Times.

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5 ways China's daigou market does more harm than good for luxury brands

It would be an understatement to say that China's luxury daigou market, or goods brought into the country to be sold from abroad, is a significant one, says Jing Daily.

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

Valentino eyes IPO in 2017 after revenue exceeds \$1B

Italian fashion house Valentino is considering selling shares in an initial public offering as early as next year after nearly doubling profit on revenue of more than \$1 billion in 2015, reports Bloomberg.

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