

NEWS BRIEFS

Bernard Arnault, Dior, Louis Vuitton and Swarovski – News briefs

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By STAFF REPORTS

Today in luxury marketing - How Bernard Arnault shapes our sense of luxury; Dior fall 2011 Ready-to-Wear collection: The show must go on; The latest digital, IWC, Louis Vuitton and Swarovski; Groupon, LivingSocial aim for upscale market.

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[How Bernard Arnault shapes our sense of luxury](#)

Over the past couple decades, LVMH CEO Bernard Arnault has catapulted the company he founded into competition with other luxury mega-conglomerates like PPR and Richemont through a series of aggressive acquisitions, becoming the richest man in France and the luxury world's "grand master" and "most influential tastemaker" in the process.

[Click here to read the entire article on The Atlantic Wire.](#)

[Dior fall 2011 Ready-to-Wear collection: The show must go on](#)

Dior's Fall 2011 Ready to Wear Show was anything but ordinary. In light of John Galliano's disappointing scandal and dismissal as head designer on March 1, the Dior show went on as planned...well, almost.

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[The latest digital, IWC, Louis Vuitton and Swarovski](#)

Read about the latest digital launches by luxury brands, including Missoni, Lamborghini, Baume et Mercier, Gucci and Kiwi Collection.

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[Groupon, LivingSocial aim for upscale market](#)

Chicago-based daily deal site Groupon is going after buyers willing to spend hundreds or even thousands of dollars on travel and luxury goods, Bloomberg News reports.

Groupon's rival, Washington, D.C.-based LivingSocial, has already moved into the upscale offer arena — last month, it offered a \$10,000 coupon for a penthouse-suite package at the Fairmont hotel in San Francisco.

[Click here to read the entire article on Chicago Breaking Business](#)

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