

NEWS BRIEFS

Balmain, Iran, Dubai and Lexus – News briefs

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Balmain hair campaign

By STAFF REPORTS

Today in luxury marketing:

[Is Valentino buying Balmain?](#)

Valentino is rumored to have made an approach to acquire Balmain, a French newspaper has claimed this weekend. Reports in Les Echos state that the French luxury label has offered \$569 million for the much-talked-about brand, helmed by Olivier Rousteing, says British Vogue.

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[Selling luxury in Iran](#)

Bypassed for decades by the luxury industry, Iran and its explosive market growth potential have recaptured the attention of global luxury heavyweights in the last 12 months, according to The New York Times.

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

[Dubai still a hotspot for luxury shopping](#)

Dubai is still one of the region's hotspots for high-end shopping, with the average UAE resident spending \$2,300 per month on luxury items, a survey commissioned by American Express revealed, per Gulf News.

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

[Lexus presses on with no-haggle pricing as dealers push back](#)

Toyota Motor Corp.'s Lexus luxury division is about one month away from launching a no-haggle pricing experiment that it developed with 11 U.S. dealers who volunteered. A significant number of retailers are unwilling to go along, reports Bloomberg.

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