

NEWS BRIEFS

Gucci, European travel, Bang & Olufsen and Switzerland – News briefs

April 7, 2016



Gucci spring/summer 2016 collection

By STAFF REPORTS

Today in luxury marketing:

[Gucci's coed shift not seen right for every brand](#)

To each his own. That seems to be the motto for fashion brands as each increasingly looks to forge its own path in terms of runway shows. Gucci's decision to go coed with its shows starting next year is bound to shake up the Milan fashion calendar and perhaps that of other fashion capitals, as well, says Women's Wear Daily.

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[Despite terrorism scares, summer tourists still plan European trips](#)

When it comes to summer travel, a strong dollar and cheaper airline tickets are overpowering terrorism fears, reports the Wall Street Journal.

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[Bang & Olufsen raises forecast as talks with suitor continue](#)

Bang & Olufsen A/S, the Danish electronics maker mired in takeover talks that remain "uncertain," said sales have picked up and raised its revenue forecast, according to Bloomberg.

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[Swiss retailers feel lingering pain from currency shock](#)

For much of its 125 years selling luxury goods, Switzerland's family-run emporium Bongenier Grieder has been the kind of place where affluent shoppers felt at ease and staff were confident they had a job for life, per Reuters.

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