

NEWS BRIEFS

Burberry, Alibaba, Iran and BMW – News briefs

April 14, 2016



Personalized Burberry scarf for James Bay

By STAFF REPORTS

Today in luxury marketing:

[Burberry's CEO fights to gain luxury customers](#)

When Burberry opened a new flagship store in Tokyo last fall, guests from the luxury label's U.K. home included London Mayor Boris Johnson and a complement of artisans who talked up the work behind Burberry's products and provided on-the-spot monogramming, per the Wall Street Journal.

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[Alibaba joins anti-counterfeit group as first ecommerce member](#)

Alibaba Group Holding Ltd. will be the first Internet retailer to become a member of the largest nonprofit global organization that fights counterfeit products and piracy, part of the Chinese company's effort to shed its image as a haven for cheap brand knockoffs, reports Bloomberg.

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[Italy's fashion industry signs deal to build ties with Iran](#)

Italy on April 13 became the first European country to take steps to help its fashion industry build a stronger presence in Iran following the lifting of Western sanctions, according to Reuters.

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[BMW UK speeds up test drive recruitments with Facebook tool](#)

When an online consumer is ready to sign up for a test drive, bogging him or her down with long web forms is the last thing automakers want to do, says Automotive News.

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