

NEWS BRIEFS

Gender equality, Vogue, shopping tourism and Ferrari – News briefs

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Image courtesy of Peninsula Hotels

By STAFF REPORTS

Today in luxury marketing:

[French firms race to meet quotas for women on boards](#)

LVMH Mot Hennessy Louis Vuitton has welcomed two more women to its board. The addition of Clara Gaymard and Natacha Valla was approved at the company's annual general meeting on April 14, says WWD.

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[American Vogue publisher talks strategy shifts](#)

A corner-clipped, first-bound copy of the May 2016 issue of American Vogue sits on a coffee table in the One World Trade Center office of Susan Plagemann, the magazine's publisher and chief revenue officer. It's new oversized look, visible at first glance, is just one of the changes coming to the print edition of the storied magazine as part of a wider strategy to evolve one of Cond Nast's premier titles for a changed media environment, which has, in recent years, put pressure on legacy magazine publishers, per Business of Fashion.

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[Luxury goods spending by Chinese tourists down 24pc in March: Global Blue](#)

Spending on luxury goods by Chinese shoppers abroad fell last month for the first time since such records began in 2010, leading to the worst ever monthly result for the luxury goods industry's tourist sales, retail tax-refund services company Global Blue said on April 15, reports Reuters.

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[Ferrari's luxury ambitions may need strategy reset](#)

Ferrari's ambition to compete with luxury-goods brands like Hermes or Prada has failed to make headway in the six months since its initial public offering, raising pressure on the new board to reset the supercar maker's strategy, according to Automotive News.

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