

NEWS BRIEFS

## McLaren, Swarovski and luxury consumers – News briefs

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By STAFF REPORTS



Today in luxury marketing:

### [McLaren takes first MP4-12C GT3 out for Silverstone test](#)

McLaren has just unveiled the racing version of its all-new street-fighting MP4-12C. The McLaren MP4-12C GT3 has been out running England's Silverstone circuit with new test driver Álvaro Parente at the wheel, according to Autoblog.

[Click here to read the entire story on Autoblog](#)

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**Luxury Daily**

### [Swarovski will jazz your mobile phone](#)

Although there are some iPhone users who have not purchased a case and cover for their

pricey phone, several consumers were offered the chance to dazzle their iPhone with Swarovski diamond decorations in conjunction with Women's Day on March 8, 2011, according to PR Newswire.

[Click here to read the entire thing on Cellphone Case Net](#)

[Consumers: We want Gucci or Target, forget the Gap](#)

Consumers are ready for a little luxury. Despite cutting back in other areas, such as dining, they are showing a clear preference for select high-end apparel brands, such as Gucci, Louis Vuitton and Burberry, according to CNN.

[Click here to read the entire story on CNN](#)

[Retailers brace for price jolts](#)

By the second half of 2011, prices are expected to be 10 to 15 percent higher, according to wWD.

[Click here to read the entire story on WWD](#)

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