

NEWS BRIEFS

## Louis Vuitton, The RealReal, Swiss watchmakers and real estate – News briefs

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*Louis Vuitton Celebrating Monogram campaign*

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By STAFF REPORTS

Today in luxury marketing:

### "Louis Vuitton fried chicken" owner fined in South Korea

A South Korean court has ordered a fried chicken restaurant owner to pay 14.5 million won (\$12,500) for refusing to comply with a ban on using the luxury Louis Vuitton brand name for his outlet, a report said Tuesday, per Yahoo News.

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### Luxury consignment startup The RealReal continues growth, collects another \$40M

When Forbes caught up with Julie Wainwright in September, The RealReal's founder and CEO said her online fashion consignment startup was well on its way to profitability. "We will be profitable next year," she said, adding that her company would not have to raise additional capital to maintain operations, says Forbes.

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### Swiss watch exports decline 16.1pc in March

Times are getting even tougher for luxury timepiece-makers, according to Women's Wear Daily.

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### Hamptons home sales hit 3-year low on Wall Street turbulence

Home sales in New York's Hamptons fell to the lowest level in three years as would-be buyers of beachside mansions stayed on the sidelines during a turbulent first quarter on Wall Street, reports Bloomberg.

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