

NEWS BRIEFS

Asian fashion, Neiman Marcus, watchmakers and autonomous vehicles – News briefs

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Image from Neiman Marcus' The Art of Fashion campaign

By STAFF REPORTS

Today in luxury marketing:

[Cool Asian fashion brands challenge Western labels](#)

Fashion brands from South Korea, China and Japan are becoming serious rivals of their Western peers as Asian consumers become increasingly confident in their own style and take pride in buying home-grown labels, says Reuters.

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[Neiman Marcus holds tight to top standing in luxury retailing](#)

It's been a bumpy few months for Dallas-based luxury retailer Neiman Marcus. Longtime leaders in the company have left, following a layoff in October. Sales have declined in two consecutive quarters, including the key Christmas season. An initial public offering of stock that would raise cash has been on hold for months. And rumors swirl that the company could be sold again, according to The Dallas Morning News.

[Click here to read the entire article on The Dallas Morning News](#)

[How Eastern Germany's watchmaking capital is beating Switzerland](#)

The east German village of Glashuette doesn't look like much: just a handful of streets stretching up and down a narrow valley from a bare station platform, where trains depart once an hour for the 45-minute trip to Dresden. Scratch a bit deeper, though, and you'll find that the town of 7,000 is home to the greatest concentration of world-class watchmakers outside of Switzerland - with a business that's growing even as Swiss producers retrench, reports Bloomberg.

[Click here to read the entire article on Bloomberg](#)

[Driverless cars could save lives, kill businesses](#)

The automotive and tech companies pursuing the driverless car share a utopian belief: Autonomous vehicles will benefit society, eventually saving most of the nearly 33,000 people each year killed in road accidents in America alone, per CNBC.

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