

NEWS BRIEFS

## Tod's, Japan, retail and fragrances – News briefs

August 10, 2016



*The Colosseum in Rome*

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By STAFF REPORTS

Today in luxury marketing:

[Italy's Court of Auditors queries Tod's Colosseum restoration sponsorship](#)

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Rome's Colosseum is at the center of an investigation by Italy's Court of Auditors, reports WWD.

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[Japan's new nature holiday may be just what retailers need](#)

As Japanese prepare to head for the hills Aug. 11 for their inaugural Mountain Day holiday, retailers and tourism operators are gearing up for an \$8 billion windfall, says Bloomberg.

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**Store wars**

Rising on Manhattan's far West Side, New York City's first Neiman Marcus, set to open in September 2018, will occupy 215,000 square feet in the new Hudson Yards, a \$25 billion office and housing complex that claims to be the largest private real estate development in the U.S. The store will frame views of the Hudson River and the High Line, and whisk shoppers by elevator from an entrance on Tenth Avenue to a concierge on the fifth floor, where they can pick up items they have purchased online, the Wall Street Journal reports.

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[Louis Vuitton and Christian Dior follow the scent of opportunity](#)

"Perfume today has lost its soul. It is far too mass and too marketed, lacking in personality." That was Michael Burke, chairman and chief executive of Louis Vuitton, talking last month about why, after a 70-year hiatus, the French luxury house has been quietly plotting a high-profile return to the global fine fragrance market, according to the New York Times.

[Click here to read the entire article on the New York Times](#)

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