

NEWS BRIEFS

Anya Hindmarch, Bang & Olufsen, Chinese luxury brands and Mercedes – News briefs

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Anya Hindmarch, fall/winter 2016

By STAFF REPORTS

Today in luxury marketing:

[Anya Hindmarch set to open first store in Saudi Arabia](#)

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Anya Hindmarch will open her first Saudi Arabian store at the luxury shopping mall inside Riyadh's Kingdom Centre next Tuesday, Aug. 16. reports WWD.

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[Bang & Olufsen shares fall as luxury TV sales hampered by delays](#)

Bang & Olufsen shares sank after the Danish maker of luxury stereos reported a drop in sales of TVs after it had to delay a new product launch, per Bloomberg.

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[Paris emerges as incubator for Chinese luxury brands expanding to Europe](#)

Against a backdrop of the terrorist attacks across France that have dented Chinese tourism numbers in the last 12 months, the Salon du Luxe conference in Paris earlier this summer set tongues wagging about the desirability of Paris as both a travel destination and as a country in which overseas businesses should look to invest, according to Jing Daily.

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[Mercedes on pace to win 2016 global sales crown from BMW](#)

Mercedes-Benz sales through July rose at more than twice the pace of arch-rival BMW's, keeping it on course to reclaim the global luxury vehicle lead this year thanks to a sportier lineup and a new crop of SUVs, says Automotive News.

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

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