

## NEWS BRIEFS

# Ralph Lauren, luxury degrees, September issues and automotive dealerships – News briefs

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*Opening ceremony uniforms created for the U.S. Olympic team by Ralph Lauren*

By STAFF REPORTS

Today in luxury marketing:

### [Speedo, Ralph Lauren drop Ryan Lochte after Rio incident](#)

Swimwear maker Speedo and luxury retailer Ralph Lauren Corp. ended their sponsorship contracts with Ryan Lochte, days after the U.S. swimmer admitted to exaggerating his story about being robbed at gunpoint in Rio during the Olympics, reports Reuters.

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### [Luxury MBAs, buyers beware](#)

Like many university students, Orchid Kafexhiu found that her undergraduate degree in political science didn't exactly translate to the career she had finally settled upon. "I wanted to learn the luxury industry," says the New York-based aspiring marketing executive. "And I wanted the educational background before trying to find a job," per Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

### [The September mag dance: The good, the bad and the forgettable](#)

There is no greater month than September for fashion magazines. Thick with advertising pages, they kick off a new season of collections, and in a sense, reassert the tone for the vision of the magazine as put forth by the editors, says Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

### [Margins, costs threaten luxury-store values](#)

Declines in luxury-vehicle margins and sales in 2016 could mean lower values – and less transaction activity – for

luxury-brand dealerships in the buy-sell market, two buy-sell advisers said, according to Automotive News.

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

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