

NEWS BRIEFS

LVMH, Neiman Marcus, millennials and Astley Clarke – News briefs

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Photo courtesy of LVMH

By STAFF REPORTS

Today in luxury marketing:

[LVMH's digital drive takes time despite Apple hire](#)

When LVMH hired former Apple music executive Ian Rogers to craft a digital strategy, investors may have hoped for some quick results. If so, they are probably disappointed, says Reuters.

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[Speculation grows about Baker's chase for Neiman Marcus](#)

Is Richard Baker getting closer to his dream of snapping up Neiman Marcus Group? As Neiman Marcus got set to report its fourth-quarter and year-end figures yesterday, speculation was growing that Baker is casting a closer eye on the luxury department store retailer, according to Women's Wear Daily.

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

[How millennials are changing the luxury market](#)

Ferragamo consultant and former CEO Michele Norsa discusses the climate for the luxury industry with Bloomberg's Francine Lacqua on "The Pulse," per Bloomberg.

[Click here to watch the video on Bloomberg](#)

[Dominic Jones resurfaces at Astley Clarke](#)

Astley Clarke has appointed cult jewelry designer Dominic Jones as its new creative director, as part of a plan to significantly develop its monobrand business, reports Business of Fashion.

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