

NEWS BRIEFS

Luxury entrepreneurs, Thailand, Nordstrom and bling – News briefs

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Still from Jaeger-LeCoultre's film for its Reverso timepiece

By STAFF REPORTS

Today in luxury marketing:

[The luxury market is tricky to crack but the rewards can be great](#)

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Building a luxury or premium goods business is not for the fainthearted. Both markets are notoriously difficult to enter, and while the rewards can be great, the risks are high, says The Guardian.

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

[After death of Thai King, luxury market wavers](#)

Following a decade of declining health, 88-year-old King Bhumibol Adulyadej of Thailand, the world's then-longest-reigning monarch, passed away in Bangkok on October 13. The king's untimely death concluded a reign that lasted more than seven decades and initiated a year-long period of mourning, bearing substantial consequences for the nation's luxury and fashion sectors, according to Business of Fashion.

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

[Nordstrom's Canada drive: Surprises, hurdles and what's ahead](#)

How far will Nordstrom Inc. take its Canadian expansion? For sure, there have been hiccups as well as upside surprises some seasonal misses and shipping challenges, along with better-than-expected designer sales and tourist turnouts, reports Women's Wear Daily.

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

[The return of bling](#)

Just as a Jaeger-LeCoultre watch provides a (relatively) subtle indication of the wearer's wealth, the luxury market's starting to show similarly restrained signs of recovery, per Bloomberg.

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

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