

NEWS BRIEFS

Farfetch, Sonia Rykiel, Nordstrom and Audi – News briefs

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Image courtesy of Farfetch

By STAFF REPORTS

Today in luxury marketing:

[Where luxury fashion is a high-speed, high-volume business](#)

A picture is worth a thousand words and for a luxury retailer, it can sell millions in merchandise. That's why Farfetch, an e-commerce site selling designer fashion for more than 500 boutiques and brands world-wide, employs a visual pit crew to prep, style and shoot the tens of thousands of items it sells on its Web site, according to the Wall Street Journal.

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[Sonia Rykiel to shutter secondary line, lay off a quarter of staff](#)

Sonia Rykiel is shuttering its Sonia by Sonia Rykiel diffusion line and laying off a quarter of its staff as it moves to reposition its main Sonia Rykiel line, reports Women's Wear Daily.

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[Nordstrom to hire fewer temporary employees for holiday season](#)

Department store operator Nordstrom Inc said it would hire about 11,400 temporary employees for the holiday shopping season, about 3 percent fewer than last year, per Business of Fashion.

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[Audi quits Le Mans to focus on electric car racing](#)

Audi will end its involvement in the prestigious Le Mans sports car race next year after almost two decades to focus on racing electric cars, symbolizing a shift in strategy as parent company Volkswagen battles to recover from an emissions scandal, says Reuters.

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