

NEWS BRIEFS

Prada, Art Basel, personal touches and BMW – News briefs

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Image from Prada's fall/winter 2016 women's wear campaign

By STAFF REPORTS

Today in luxury marketing:

[Patrizio Bertelli talks Prada and politics](#)

Spearheading a group that last year reported sales of almost \$4 billion, Patrizio Bertelli isn't one to waste time, says Women's Wear Daily.

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[Will fashion or art get top billing at Basel Miami?](#)

When we fashion folks hear the clink of champagne glasses coming from somewhere, nay anywhere, you can bet we'll find the source. Which is how we ended up high-stepping our way into Miami's annual Art Basel fair, per The Observer.

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

[Birthday at Burberry? Luxury brands add personal services](#)

Burberry's store employees have taken on some new duties: organizing birthday parties, private dinners and art-gallery visits for high-spending shoppers, according to the Wall Street Journal.

[Click here to read the entire article on the Wall Street Journal](#)

[BMW launches Indonesian-made sedans in luxury push](#)

German automaker BMW on Nov. 30 launched its 7 series sedans in Indonesia that will be assembled in the country as it seeks to tap into the long-term demand for luxury vehicles in Southeast Asia's biggest economy, reports Reuters.

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

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