

NEWS BRIEFS

## Louis Vuitton, Greece, BMW and Michelle Obama – News briefs

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*Louis Vuitton cruise 2017 campaign*

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By STAFF REPORTS

Today in luxury marketing:

[Small leather goods stoke Louis Vuitton's "speedy" recovery](#)

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The pace of Louis Vuitton's recent recovery takes after one of its signature bags: speedy, per WWD.

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[Turkish-Arab investors to spend \\$322M on luxury Greek resort](#)

A Turkish-Arab fund plans to spend up to about 300 million euros (\$322 million) to redevelop a luxury seaside resort outside Greece's capital Athens, bringing significant foreign investment into the cash-strapped country, the fund said on Dec. 6, reports Reuters.

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[BMW says 120 vehicles damaged in South Carolina train derailment](#)

About 120 BMW X models were damaged when train cars carrying the vehicles derailed on Dec. 4 en route to the Port of Charleston, SC, for export to overseas markets, says Automotive News.

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[Michelle Obama's Gucci dress may have a hidden political message](#)

Over the past eight years, Michelle Obama has solidified her status as a modern-day style icon and possibly the most fashionable First Lady in history. She has consistently been a champion of American fashion and up-and-coming designers like Christian Siriano and Jason Wu. So it came as a surprise to her legion of style fans when FLOTUS opted to wear Gucci at the Kennedy Center Honors ceremony on Sunday, Dec. 4, according to Allure.

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

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