

NEWS BRIEFS

BMW, Balmain and luxury sales – News briefs

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By STAFF REPORTS



Today in luxury marketing:

[BMW to show plug-in concept in China](#)

A joint venture between BMW AG and Brilliance China Automotive Holdings has revealed a plug-in hybrid luxury sedan it plans to display during Shanghai auto show later this month, according to The Wall Street Journal.

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Luxury Daily

[Star designer leaves Balmain fashion house](#)

Balmain announced that its start designer, Christophe Decarnin, had left the company. His

departure is the latest in a string of shake-ups that suggest, after the John Galliano debacle at Dior, that luxury fashion houses are becoming less interested in promoting lively personalities than in protecting their own brands, according to The New York Times.

[Click here to read the entire story on The New York Times](#)

[Manhattan luxury sales climb back, slowly](#)

The report for 2010 shows that sales and prices in the luxury sector bounced back last year from 2009, although they still were significantly below the peak in 2008, according to The Wall Street Journal.

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

[New study finds 25 pc of shopping conversations posted online while in-store](#)

According to a new study released today by ListenLogic, a social media intelligence firm, nearly 25 percent of shopping conversations are posted online from consumers within the store, according to L@ Think Tank.

[Click here to read the entire story on L2 Think Tank](#)

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