

NEWS BRIEFS

Roberto Cavalli, fashion fakes, yachts and Audi – News briefs

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Roberto Cavalli fall/winter 2016 campaign

By STAFF REPORTS

Today in luxury marketing:

[Roberto Cavalli to lay off 50 employees in Florence](#)

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The first steps to restart Roberto Cavalli SpA were revealed on Tuesday as the company said it had reached an agreement with the unions at the Ministry of Labour and Social Policy. A total of 50 employees will be laid off in Florence, compared with the 77 that were expected, reports Women's Wear Daily.

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[Luxury brands amp up fight against fakes and gray market goods in India](#)

While India is a fast growing market for high-end luxury brands, it is also a paradise for creators and consumers of infringing goods. In a study conducted in 2014 by the Associated Chambers of Commerce of India and KPMG, the U.S. audit, tax and advisory services firm, the growing prevalence of counterfeit and grey market goods in the Indian market are serious impediments to the growth of the industry, according to The Fashion Law.

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[Betting on yacht owners to join the on-demand economy](#)

Investors are betting that boat owners will turn to the "sharing economy" to ease the costs of owning a vessel, per the Wall Street Journal.

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[Volkswagen's bestselling Audi under microscope after EU emissions tests](#)

Audi's top-selling model released excessive toxic diesel emissions in results from lab tests run by the European Commission and seen by Reuters, raising suspicions of wrongdoing at Volkswagen's luxury division, says Reuters.

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