

NEWS BRIEFS

LVMH, monogramming, fraud and Eastern Europe – News briefs

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Image courtesy of Burberry

By STAFF REPORTS

Today in luxury marketing:

[Appellate court tosses out LVMH's claim against spoof brand My Other Bag](#)

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LVMH Mot Hennessy Louis Vuitton has lost its legal fight against spoof tote bag company My Other Bag. On Dec. 22, the United States Court of Appeals for the Second Circuit tossed out the luxury conglomerate's appeal from a judgment of the United States District Court for New York State's southern district, says Women's Wear Daily.

[Click here to read the entire article on Women's Wear Daily](#)

[Is the world becoming over-monogrammed?](#)

On any given day, I can be found with at least three monogrammed items on my person: a Nouvel Heritage ID necklace with "CP" on the front-facing clasp; a Coach cardholder again with "CP" and a triceratops; and a Fossil wallet that spells out "MAD," to represent both the "angry" and "insane" senses of the word. (Add or subtract a Donni Charm double-layer scarf and a Naadam cashmere jumper I now want because I saw it in Emily Weiss' Instagram Story.) per Town & Country.

[Click here to read the entire article on Town & Country](#)

[Owner of "Rich Girls Collection" Instagram account caught after buying \\$400K of designer handbags, returning fakes instead](#)

Praepitcha Smatsorabudh's Instagram account, Rich Girl's Collection, features over 100 photos of designer handbags Givenchy, Saint Laurent, Fendi, Cline, Balenciaga, you name the brand, she had their merch, basically. (As befits a "Rich Girl's" Insta account, photos also showed her dining out in style, traveling in style, and, well, owning a pair of high-fashion clogs.) reports Elle.

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

Why Eastern Europe will be 2017's hot travel destination

Gazing up at the Eiffel Tower post-baguette, or tossing coins into the Trevi Fountain before devouring bowls of cacio e pepe are dreamy European experiences that will forever inspire flights to Paris and Rome. Beyond such timeless locales, however, curious itinerants are increasingly looking east for inspiration, dreaming of washing down braised beef and bread dumplings with Pilsner in Prague, or hatching holiday plans around the Glhwein-fueled Christmas markets of Vienna. Now that these majestic capitals are swelling with tourists, the intrepid are seeking out the rough-around-the-edges delights of less-developed nations like Montenegro, Slovenia, and Georgia, a predilection poised to intensify in 2017, according to Vogue.

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

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