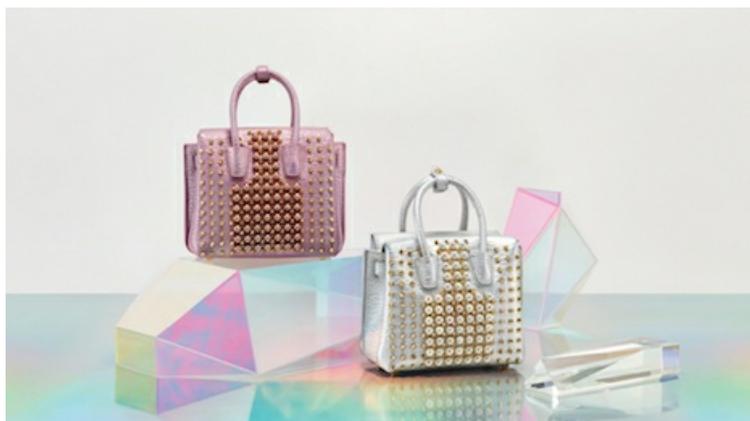


NEWS BRIEFS

## MCM, Lincoln, department stores and Louis Vuitton – News briefs

January 9, 2017



*MCM's Pearl Stud collection for spring/summer 2017*

By STAFF REPORTS

Today in luxury marketing:

[MCM: Fashion accessories' next billion-dollar brand](#)

Subscribe to **Luxury Daily**  
Plus: Just released  
State of Luxury 2019 **Save \$246 ▶**

Girls [in South Korea] are raised to feel that they don't have to be smart, they can go to a decent college and marry into the best family they can that's all you can do. Men are much more dominant in the society," said MCM's Sung-joo Kim at the brand's cheery Fifth Avenue offices here, its U.S. headquarters, per WWD.

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

[Lincoln is outperforming the luxury auto market](#)

The US auto market set a new sales record for 2016, beating 2015's record by about 50,000 vehicles. SUVs and pickups were hot sellers, but the luxury market overall was relatively flat, up only about 1 percent for the year, reports Business Insider.

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

[Department stores, once anchors at malls, become millstones](#)

For decades, a corner spot at the mall was a sure path to success for big American department stores like Macy's. Not anymore, says the New York Times.

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

[Louis Vuitton v. My Other Bag: No license required](#)

Using another's trademark on your goods and services usually requires a license. However, there are exceptions to that general rule. For example, under certain circumstances, you are not required to obtain a license in connection with trademark uses for purposes of parody. The recent decision in the case of Louis Vuitton v. My Other Bag provides a good example of this legal principle, according to Forbes.

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

---

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.