

NEWS BRIEFS

## Handbags, fashion magazines, LVMH and automakers – News briefs

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*Michael Kors' resort 2017 campaign*

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By STAFF REPORTS

Today in luxury marketing:

[Michael Kors, Prada skimp on new handbag designs](#)

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Handbag makers are busy battling waning demand and markdowns at stores, and that may have diverted their attention from what could make them successful in the long run: creativity, says Bloomberg.

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[Fashion magazines grapple with how to cover pre-fall collections](#)

Pre-fall fashion collections may be important for retailers and designers alike, but for those in the fashion media, covering the season has become a point of contention, reports Women's Wear Daily.

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[An inside view of how LVMH makes luxury more sustainable](#)

The companies that are most vocal about environmental and social issues tend to be big, mass-market brands well-known retailers, consumer products giants, and tech firms that are telling a new story to consumers who increasingly care about sustainability. It might seem that luxury goods companies would not feel the same pressure, but the high-end brands face important questions about the way their businesses impact the world. These companies can't ignore sustainability, per Harvard Business Review.

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

[For luxury car makers, North American International Auto Show losing some luster](#)

The North American International Auto Show is losing some luster as a can't-miss destination for luxury car companies, with many now giving wealthy buyers their only glimpses of the priciest models at another associated event in the shadow of this city's downtown convention center, according to the Wall Street Journal.

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