

NEWS BRIEFS

## Christian Louboutin, the psychology of luxury, Trump and cigars – News briefs

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*Christian Louboutin's Under the Table, spring/summer 2016*

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By STAFF REPORTS

Today in luxury marketing:

[Louboutin and the law: Switzerland turns down red soles trademark request](#)

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Swiss courts have turned down a final appeal by Christian Louboutin to trademark its red-soled heels in what represents the latest setback in the shoemaker's quest to defend its rights to the signature look, per Women's Wear Daily.

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

[How the psychology of income inequality benefits luxury brands](#)

When people criticize young African American men from poor neighborhoods for purchasing Air Jordan sneakers, or whatever overpriced athletic shoes are currently the rage, they might be right that such purchases are an economic burden for people already under financial stress, says Forbes.

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

[What do you buy when Trump wins? A Bentley](#)

A soaring U.S. stock market is propelling sales of superluxury cars. Buyers are feeling more confident about shelling out six figures for a set of wheels as market investors have been on a tear in recent months, pushing the Dow Jones Industrial Average solidly past 20000, on bets that the Trump administration will enact business-friendly policies, reports the Wall Street Journal.

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

[Cuban cigar sales rise, defying flat luxury goods market](#)

Sales of Cuba's legendary cigars rose 5 percent last year to \$445 million, defying stagnation in the global luxury goods market, manufacturer Habanos S.A. said on Monday at the opening of the Caribbean island's annual cigar

festival, according to Reuters.

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