

NEWS BRIEFS

## Ferragamo, Jimmy Choo, Burberry and Polo Ralph Lauren – News briefs

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By STAFF REPORTS



Today in luxury marketing:

### Ferragamo plans IPO in Italy

After Prada and Moncler, Salvatore Ferragamo SpA has filed documents to list on the Italian Stock Exchange, according to WWD.

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

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### Jimmy Choo out of the race to buy back his namesake label

Choo had declared his interest in buying Jimmy Choo, which he hasn't been involved with since a falling out with Tamara Mellon, a co-founder and chief creative officer, in 2011,

according to New York Magazine.

[Click here to read the entire story on New York Magazine](#)

### [A Brit in London](#)

Burberry has brought its Burberry Brit concept onto home turf. On Friday, it will unveil a sprawling 10,00-square-foot Burberry Brit store located in London's bustling Covent Garden area, according to WWD.

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

### [Polo Ralph Lauren still a pony with pep in its step](#)

Industry competition, international expansion and brand identity will go a long way toward shaping Polo Ralph Lauren's outlook as it competes against other premium apparel and accessories players, according to Forbes.

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

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