

NEWS BRIEFS

## Goyard, Trump Hotels, Louis Vuitton and BMW – News briefs

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*Goyard's Saigon Mini*

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By STAFF REPORTS

Today in luxury marketing:

[How 225-year-old Goyard luggage became hip-hop's favorite luxury brand](#)

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A luxury leather goods brand that's been in business for more than two centuries has been quietly attracting the attention of the hip-hop community, according to The Independent.

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[New Trump Hotels face political fights, ethics questions](#)

You might have expected the Trump Organization to tap the brakes on expansion plans given all the criticism over potential conflicts of interest while its owner sits in the Oval Office, per The New York Times.

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[This Louis Vuitton sneaker is Silicon Valley's latest status symbol](#)

What if I were to tell you that the most happening sneaker on the red-hot resale market wasn't a \$1,269 pair of Adidas Yeezy Boosts or a \$1,515 retro Air Jordan design, but a high-top released by a French brand known for leather travel trunks and monogrammed handbags? says Bloomberg.

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[BMW bets on year of records to reclaim premium car crown](#)

BMW AG's chief executive, fresh from a visit to the White House, is targeting record sales and earnings this year and recovery in the U.S., riding the luxury car maker's biggest-ever rollout of new and revised vehicles, reports the Wall Street Journal.

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

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