

NEWS BRIEFS

Jimmy Choo, Nordstrom and luxury carmakers – News briefs

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By STAFF REPORTS



Today in luxury marketing:

[Jimmy Choo sale prospects heat up](#)

Several companies are said to be vying for a stake in the brand — which is still not officially up for sale, according to WWD.

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The Brown Shoe brand and department store set a goal of planting 5,000 trees in 2011, according to wWD.

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[Luxury carmakers have an eye on China's market](#)

Along with new energy vehicles, luxury vehicles are also stealing the spotlight at the Shanghai Auto Show. With the purchasing power of Chinese citizens getting stronger, luxury car makers are setting more ambitious plans to earn a bigger share of the Chinese market, according to Xinhuanet.

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[Hilton exec has a new approach to the L word](#)

John Vanderslice, Hilton's global head of luxury and lifestyle brands - think Waldorf Astoria and Conrad, for two - is eager to push what he calls the "Luxury Manifesto," according to USA Today.

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