

NEWS BRIEFS

Coach, luxury train, real estate and Mercedes – News briefs

May 3, 2017



Image source Coach

By STAFF REPORTS

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Today in luxury marketing:

[Could Coach be the next LVMH?](#)

Coach Inc. is putting on its big-boy pants. Shares in the handbag and accessories maker jumped 12 percent Tuesday after it posted better-than-expected earnings. But Coach's long-term strength will depend on how well it executes on increasingly ambitious plans to join the ranks of the world's biggest luxury fashion houses, per Bloomberg.

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

[Tickets sell out to Japan's new luxury train, despite costing thousands](#)

In Japan, it costs nearly \$3,000 for one person to ride on a new luxury train that launched this week, and the highest price is nearly \$10,000, for what resembles a cruise ship experience traveling through Japan's scenic eastern countryside. If you want to ride, plan ahead: the train is sold out through March of 2018, says NPR.

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

[Creative marketing for luxury condos](#)

After a burst of construction, the luxury real estate market is awash with million- and multimillion-dollar homes for sale. Buyers are taking their time before signing on the dotted line, and sales agents and brokers have had to get more creative in drawing attention to their listings, reports The New York Times.

[Click here to read the entire article on The New York Times](#)

[Mercedes maintains luxury US sales lead as segment dips 1.6pc in April](#)

U.S. sales of luxury vehicles slid 1.6 percent in April to 159,793, driven by big declines at the top three brands, with Mercedes maintaining and expanding its lead over rivals BMW and Lexus, according to Automotive News.

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

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