

NEWS BRIEFS

## Neiman Marcus, Moda Operandi, defining luxury and Jaguar – News briefs

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*Image courtesy of Moda Operandi*

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By STAFF REPORTS

Today in luxury marketing:

[Hudson's Bay taps debt adviser amid Neiman Marcus bid challenges: sources](#)

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Canada's Hudson's Bay Co has hired a debt restructuring adviser to review potential options for combining its business with debt-laden U.S. department store operator Neiman Marcus Group, according to people familiar with the matter, reports Reuters.

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[Deborah Nicodemus talks Moda Operandi's old-fashioned values](#)

Moda Operandi may be an innovative online proposition, but that hasn't stopped it from pursuing some old-fashioned ways of working and from taking fashion at a slower pace, according to Women's Wear Daily.

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[What makes a brand luxury and why Shinola earns the title](#)

Perhaps there is no more contentious issue in the luxury market today than what makes a brand "real" luxury? The industry establishment frequently claims that this brand or that one simply doesn't measure up to their inbred standard, thus negating it as a competitive threat. But all that is changing, as the very definition of "luxury" is undergoing a paradigm shift in the consumer market, says Forbes.

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[Jaguar closes on Porsche in the race for swanky sales](#)

The fashion route did not pay off and Tod's SpA has been changing course, returning to its core accessories category as the company aims to improve its business, per Bloomberg.

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