

NEWS BRIEFS

US luxury, watches, Louis Vuitton and Aston Martin – News briefs

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Michael Kors is eyeing the future; Image courtesy of Michael Kors, spring/summer 2017

By STAFF REPORTS

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Today in luxury marketing:

[The booms and busts of American luxury](#)

Today's luxury market is about maintaining the illusion of exclusivity, while selling units by the millions. Shatter the illusion and brand cachet is lost and with it goes growth, margin and, ultimately, value. While Europe's luxury houses play a long game, working hard to maintain the perception of exclusivity, America's large luxury players have adopted a different approach altogether, sprinting to sell as much as possible, as fast as possible, then suffering the consequences, says Business of Fashion.

[Click here to read the entire article on Business of Fashion](#)

[Where are the luxury watches born in the USA?](#)

The Swiss and Japanese dominate the high-end watch world, but a group of scrappy American independents is carving out its own niche, according to the Wall Street Journal.

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[Model claims Louis Vuitton dismissed her because of weight](#)

Danish model Ulrikke Hyer has spoken out on social media after being dropped from Louis Vuitton's cruise show in Japan May 14, allegedly because of her weight, reports Women's Wear Daily.

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[Aston Martin dreams of catching Ferrari](#)

The lights are amber for Aston Martin to go public – but not yet at a valuation resembling Ferrari NV's. The British luxury carmaker and its Italian and Kuwaiti owners may consider a flotation in 2018.. They certainly should. After years of trouble, Aston Martin is on the verge of having an investment story that could appeal to stock market investors, per Bloomberg.

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