

NEWS BRIEFS

Hugo Boss, luxury sales and BMW and Mercedes – News briefs

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By STAFF REPORTS



Today in luxury marketing:

Hugo Boss expands ecommerce to China

We've just launched our Chinese website - www.hugoboss.cn - with full information on the brands BOSS & HUGO and a store locator, according to the brand.

[Click here to check out Hugo Boss' Chinese Web site](http://www.hugoboss.cn)

Sign up now

Luxury Daily

Luxury goods sales glitter

World-wide sales of luxury goods are surging this year, fueled by double-digit growth in China and a resurgence in the more mature markets of the U.S. and Europe, according to a

new study from Bain & Co., according to WSJ.

[Click here to read the entire story on WSJ](#)

[Prestige beauty sales show growth](#)

The NPD Group's Karen Grant said total prestige beauty sales year to date through March were \$1.98 billion, a 5 percent increase over the same period last year, according to WWD.

[Click here to read the entire story on WWD](#)

[BMW leads Mercedes in US luxury auto sales by 29 as of April](#)

Bayerische Motoren Werke AG (BMW)'s namesake brand outsold Daimler AG (DAI)'s Mercedes-Benz in April to be the month's top-selling luxury brand in the U.S. and to take the lead for the year by just 29 vehicles, according to BusinessWeek.

[Click here to read the entire story on BusinessWeek](#)

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