

NEWS BRIEFS

## Neiman Marcus, fashion merchandise, stocks and Alibaba – News briefs

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Louis Vuitton x Supreme collection. Image credit: Louis Vuitton

By STAFF REPORTS

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Today in luxury:

### [Neiman's pumps up marketing squad with eye on digital growth](#)

Neiman Marcus Group, continuing to rebuild its marketing team to intensify the focus on digital, has hired Teresa Palermo, the chief marketing officer at Vera Bradley, WWD has learned.

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

### [From Supreme to Selfridges: The cult of fashion merchandise](#)

There are few brands who have had such an immediately visible impact on contemporary fashion as Supreme: the American streetwear brand that has made it cool to queue around the block for launches, resurrected the value of scarcity and collaborated with everyone from Comme des Garons to Louis Vuitton, according to British Vogue.

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

### [Luxury trends, luxury stocks](#)

At our request, Bob Shullman, CEO and founder of the Shullman Research Center, identified luxury trends affecting those with \$5 million or more in net worth, and then riffed with us on what stocks might possibly benefit from the changing fashions, per Barron's.

[Click here to read the entire article on Barron's](#)

### [Here's why Alibaba's stock is up more than 80pc this year](#)

Alibaba, China's top ecommerce firm, beat analyst's estimates with a 56 percent rise in first-quarter revenue, driven

by growth in online sales which make up most of its business, reports Fortune.

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

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