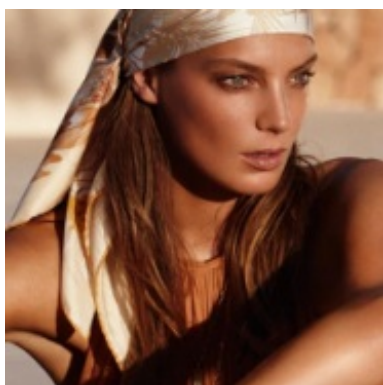


## NEWS BRIEFS

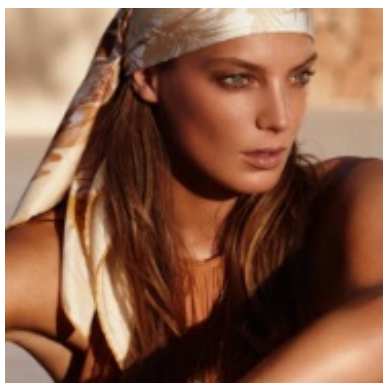
# Ferragamo, Audi, Omega and Stella McCartney – News briefs

June 2, 2011



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By STAFF REPORTS



Today in luxury marketing:



### Ferragamo may seek higher IPO rating than Prada

Salvatore Ferragamo SpA, the Italian luxury company known for pumps with bows, may seek a higher valuation multiple than its bigger rival Prada SpA, according to research by a bank helping manage the initial public offerings, according to Bloomberg.

[Click here to read story on Bloomberg](#)

[Audi sets record for best May U.S. sales](#)

Audi today reported its fifth-consecutive record-setting month for 2011 with the best May U.S. sales in company history, per the brand.

[Click here to read the entire article on Audi.com](#)

[Orbis + Daniel Craig watch by Omega has arrived in stores](#)

Timepiece aficionados have heard of the collaboration between Daniel Craig, best known for the James Bond series of films, and Omega since January, but the Hour Vision Blue (\$6,700) has finally arrived in stores, according to Racked.com.

[Click here to read the full story on Racked](#)

[Stella McCartney to move to SoHo](#)

One of the pioneers of the second wave of the Meatpacking District's gentrification is moving her New York flagship, according to WWD.

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

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