

NEWS BRIEFS

Prada, Moncler, Heidsieck and Elle – News Briefs

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By KAYLA HUTZLER

Today in luxury marketing news:



[Prada looks to raise €2.1bn in HK listing](#)

Prada has filed for a stock market listing in Hong Kong where it hopes to raise as much as €2.1bn (\$3.1bn) in an offering that could value the company at up to €10.5bn, making it one of the world's most valuable luxury goods groups, according to Financial Times.

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[Moncler Defers IPO as Eurazeo Takes Stake](#)

French investment firm Eurazeo SA said it would buy a large stake in Moncler, a maker of

luxury outerwear, dealing a blow to the Milan stock exchange, where Moncler had planned to sell shares this month, according to the Wall Street Journal.

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

[French Luxury Firm Buys Charles Heidsieck and Piper Heidsieck](#)

Rémy Cointreau announced June 1 that it has sealed the deal to sell its Champagne division to Société Européenne de Participations Industrielles (EPI), a French luxury goods firm, for \$593 million, according to Wine Spectator.

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

[Miami Beach Luxury Hotel Announces an Unprecedented Branded Luxury Spa From Elle](#)

Coming this June, ELLE will, for the very first time, apply its unique ethos, experience and elite beauty and health aesthetics to the premier ELLE Spa, opening at the Eden Roc Renaissance Miami Beach luxury hotel, according to a Marketwire press release.

[Click here to read the press release](#)

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