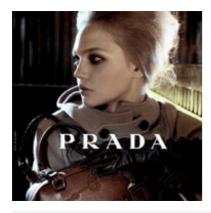


The News and Intelligence You Need on Luxury

NEWS BRIEFS

Prada, Moncler, Heidsieck and Elle – News Briefs

June 7, 2011



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.

Click here to read full story on FT.com



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 millon, 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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