

NEWS BRIEFS

Day's wrap: Kering, Balenciaga, Selfridges, Lexus, space and marketing

April 6, 2018



Kering is planning to sell Volcom. Image credit: Volcom

By STAFF REPORTS

Register now: Women in Luxury conference New York, May 9

Luxury Daily's live news from April 6:

Subscribe to **Luxury Daily**
Plus: Just released
State of Luxury 2019 **Save \$246 ▶**

[Kering plans to sell Volcom to further luxury focus](#)

French luxury group Kering is planning to sell off skate brand Volcom as it seeks to center its efforts solely on its high-end labels.

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

[Balenciaga footwear leads to content, conversations](#)

French fashion label Balenciaga's shoe designs helped boost its earned media value in February, according to data from Tribe Dynamics.

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

[Selfridges stops sale of carbonated drinks in plastic bottles](#)

British department store chain Selfridges is furthering its sustainability efforts by removing carbonated drinks in plastic bottles from its stores.

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

[Plans unveiled for first luxury space hotel](#)

Technology startup Orion Span is opening up the first luxury hotel in space, allowing guests to live like astronauts during a \$9.5 million tour.

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

[Lexus takes a swing at hunger](#)

Toyota Corp.'s Lexus is teaming with the New England Sports Network to feed those in need through baseball.

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

Marketing planning needs a makeover: Forrester

NEW YORK Traditional marketing planning has become outdated due to changes in channels, calling for an updated approach that allows for more flexibility, according to an analyst from Forrester.

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

© 2020 Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.