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NEWS BRIEFS

Kering, Balenciaga, Selfridges, Lexus, space and marketing – Live news

April 9, 2018



Kering is planning to sell Volcom. Image credit: Volcom

By STAFF REPORTS

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Luxury Daily's live news from April 6:

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.

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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.

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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.

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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.

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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.

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NEW YORK Traditional marketing planning has become outdated due to changes in channels, calling for an updated approach that allows for more flexibility, according to an analyst from Forrester.

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