

NEWS BRIEFS

Chinese investments, LVMH, real estate and Audi – News briefs

April 16, 2018



LVMH's chairman and CEO says the company purposefully keeps Louis Vuitton's business small. Image credit: Louis Vuitton

By STAFF REPORTS

Today in luxury:

[Chinese companies pay up to invest in luxury brands](#)

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Lanvin, France's oldest surviving fashion house, is beset by plunging sales, mounting losses and management upheaval. That didn't deter Chinese conglomerate Fosun International Ltd. from paying 100 million euros (\$123 million) for a majority stake in the company earlier this year, says the Wall Street Journal.

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[Size isn't everything, Bernard Arnault says](#)

The French luxury titan reckons his star brand, Louis Vuitton, could easily double sales but he wants to keep it exclusive, reports Women's Wear Daily.

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Luxury homes aren't selling as fast as they used to. And their owners are paying a price for the slowness, according to Bloomberg.

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[Audi brand to be excluded from VW sportscar brand overhaul: source](#)

Volkswagen will pool management of all its sportscar brands except for Audi under a planned revamp designed to hike profitability, a VW supervisory board source said on April 12, per Reuters.

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