

NEWS BRIEFS

Branded apps, Lanvin and Louis Vuitton – News briefs

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By STAFF REPORTS



Today in luxury marketing:

Battle of the apps begins

With subscription numbers starting to emerge for digital magazine editions, there already is a bit of jockeying for positioning going on, according to WWD.

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Lanvin opens in Malibu Village

The store is the result of a strategy to enlarge the brand's presence in vacation destinations, according to WWD.

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[Louis Vuitton is now making honey](#)

Did you know that bee hives installed in urban areas can yield 3 to 4 times as much as hives in agricultural areas? In 2009, Louis Vuitton installed three hives on the roof of its headquarters, welcoming as many as 200 000 city bees. This year, they celebrate the first harvest of honey from these “Belle Jardinière” hives, and oh how sweet it is!, according to Pursuitist.

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