

NEWS BRIEFS

## Louis Vuitton, Neiman Marcus, print advertising and German automakers – News briefs

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*Louis Vuitton had a strong performance in the first quarter. Image credit: Louis Vuitton*

By STAFF REPORTS

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[Louis Vuitton retains star aura as LVMH powers into 2019](#)

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**State of Luxury 2019**

New designers may be grabbing the headlines, but as LVMH Mot Hennessy Louis Vuitton charges into 2019, the strong performance of its fashion and leather goods division is still all about one brand: Louis Vuitton, according to Women's Wear Daily.

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[Neiman Marcus gets more bond and loan holders to agree to swap](#)

Neiman Marcus Group Ltd. has gotten more bond and loan holders to sign on to a proposed debt exchange, according to the company's regulatory filings, reports the Wall Street Journal.

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[Why do fashion brands still advertise in print?](#)

Consumers spend only a tiny fraction of their daily media consumption time with print magazines, yet many fashion brands continue to spend disproportionately on print advertising, says Business of Fashion.

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[The twilight of combustion comes for Germany's empire of engines](#)

The completed combustion engine fitted into a BMW M5 is a 1,200-piece puzzle that weighs more than 400 pounds. There are about 150 moving parts whose interlocking precision can catapult a six-figure sports car to 60mph in 3.3 seconds. The engine hulking under the bright lights of the vast BMW factory hall in Dingolfing, Germany, has come

together from a web of hundreds of suppliers and many, many hands, per Bloomberg.

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