

NEWS BRIEFS

Farfetch, Missoni, Panerai and Audi – News briefs

November 18, 2019



Missoni is reportedly looking into an IPO. Image credit: Missoni

By STAFF REPORTS

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Today in luxury:

[Farfetch shares soar as Gucci, Fendi and other luxury brands target customers online](#)

Gucci, Fendi and Stella McCartney are just some of the big names in the Farfetch Ltd. lineup, a sign that luxury labels are making the shift online to follow luxury shoppers, analysts say, according to MarketWatch.

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[Missoni's potential IPO in the news again](#)

A possible public listing of Missoni has been in the cards since the sale last year of a 41.2 percent stake to the Italian FSI fund for 70 million euros. President and creative director Angela Missoni on Thursday said during a trip to London that she was eyeing 2023 as a possible date, according to Italian daily Il Sole 24 Ore, although no details were provided about setting an IPO in motion, says Women's Wear Daily.

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[Hong Kong losing its crown in luxury Swiss watch market, says Panerai CEO](#)

Hong Kong's decade-long position as the largest market for Swiss watch exports won't last as other regions see accelerated growth, the chief of top brand Officine Panerai said, per Bloomberg.

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[Volkswagen names new Audi CEO](#)

Volkswagen AG on Friday said it will put Markus Duesmann at the helm of its luxury brand Audi AG, a little more

than a year after the unit's former chief executive was ousted following his arrest, reports the Wall Street Journal.

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