

## NEWS BRIEFS

# Peninsula Beverly Hills, Waldorf Astoria Beverly Hills, Creed, BlackRock, Burberry and Herms

February 27, 2020



*Burberry relies on animal effigies and casts adjacent to its Evolution spring/summer 2020 collection to woo shoppers visiting Paris' famed Printemps store on Boulevard Haussmann. Image courtesy of Burberry*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news:

## Peninsula Beverly Hills sues Hilton for alleged corporate espionage, unfair practices to "jump start" Waldorf Astoria Beverly Hills

The owners of The Peninsula Beverly Hills filed court papers accusing Hilton of allegedly engaging in corporate espionage and unfair business practices by stealing thousands of proprietary documents to "jump start" the opening of the rival Waldorf Astoria Beverly Hills, located across the street.

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## French fragrance brand Creed sells majority stake to BlackRock private equity group

BlackRock Long Term Private Capital has agreed to become the new majority shareholder in Creed, a storied fragrance brand that supplied perfumes to Britain's George III and Edward VIII, France's Empress Eugenie, Monaco's Princess Grace and U.S. entertainer Frank Sinatra.

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## Burberry lays charm on Parisian shoppers with Printemps takeover

The custom-built space and windows will draw inspiration from animals, acknowledging the fascination with that subject's power and symbolism for Burberry chief creative officer Ricardo Tisci and the house's Victorian-era founder, Thomas Burberry.

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## Herms 2019 revenue up 15.4pc to \$7.47B, net profit at \$1.66B

Revenue from stores was sustained and growth posted in all global markets where Herms has a presence.

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