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NEWS BRIEFS

Mulberry, BMW, Hermés and Cartier – News briefs

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By STAFF REPORTS

Today in luxury marketing -



Mulberry falls on Asian sales fears

The premium ratings of luxury goods companies are becoming tarnished by fears of a global economic slowdown, with stocks exposed to emerging markets in Asia falling out of fashion with investors, according to the Financial Times.

Please click here to read the entire story from the Financial Times

BMW rides X3 to U.S. luxury sales lead for sixth straight month

Bayerische Motoren Werke AG's BMW brand last month increased its lead in the U.S. luxury automotive sales race with deliveries rising 19 percent on continued high demand for the X3 sport-utility vehicle, according to Business Week.

Please click here to read the entire story from Business Week

Hermés says buying power of luxury clients unchanged

French luxury goods maker Hermés sees no sign yet of affluent buyers tightening their purse strings in spite of a somber global economic outlook, the head of the brand said on

Sunday at Paris Fashion Week, according to Reuters.

Please click here to read the entire story from Reuters

Cartier bows at Saks

Fine jewelry brand Cartier unveiled a boutique Monday at Saks Fifth Avenue, according to Women's Wear Daily.

Please click here to read the entire story from WWD

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