

NEWS BRIEFS

Asprey, BMW, Versace and superyachts – News briefs

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By STAFF REPORTS



Today in luxury marketing -

[Asprey commences online selling](#)

Asprey has begun selling its high-end wares online. Asprey.com offers merchandise ranging from diamond engagement rings to crocodile handbags to silver baubles and gifts, and the company ships orders globally, according to Women's Wear Daily.

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[BMW speeds past Mercedes in luxury sales race](#)

BMW grabbed the top spot in the U.S. luxury auto market in 2011, edging out Daimler AG's

Mercedes-Benz brand, as both German automakers took advantage of inventory problems for Toyota Motor Corp's Lexus lineup, according to company figures issued on Thursday, according to Fox Business.

[Please click here to read the entire article on Fox Business](#)

[Abbey Lee is making us rethink Versace for H&M resort](#)

When we first got wind of the second Versace for H&M line, we weren't so broken up about it not being available in the US. But these behind-the-scenes photos of Abbey Lee Kershaw looking bombshell glam for the ad shoot have us rethinking our original opinion, according to Racked.

[Please click here to read the entire article on Racked](#)

[Superyachts set sail for Singapore](#)

Despite all the fiscal and economic woes in Europe and the U.S., multi-millionaires are continuing to dock at the small Southeast Asian city-state with über-luxurious superyachts and prestigious marina club memberships, as Singapore steers closer towards establishing itself as the region's hub for boating – and over-the-top conspicuous consumption, according to The Wall Street Journal.

[Please click here to read the entire article on the Wall Street Journal](#)

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