

NEWS BRIEFS

Louis Vuitton, Marni, Bloomberg Professional and Twitter – News briefs

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By STAFF REPORTS

Today in luxury marketing -

[Louis Vuitton opens maison in Rome](#)

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Louis Vuitton will unveil its first Italian maison with a star-studded event this evening that is expected to draw the likes of Cate Blanchett and Catherine Deneuve, according to Women's Wear Daily.

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

[A Marni for H&M ad has surfaced](#)

Not to be outdone by the Jason Wu for Target launch party in New York last night, the Marni for H&M collaboration is making news today with the release of the first Sofia-Coppola directed print ad, according to Racked.

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

[New lifestyle mag caters to those making \\$452,000 a year](#)

A subscription to the business news-driven Bloomberg Professional service costs \$20,000 a year for their 310,000 subscribers whose average household incomes is \$452,000,

according to Refinery 29.

[Please click here to read the entire article on Refinery 29](#)

[Twitter bows to pressure over censorship](#)

Twitter, the microblogging service that has made a virtue of being used as an organising tool by political activists, has bowed to the realities of global business with a new approach to censorship, according to the Financial Times.

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

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