

NEWS BRIEFS

## Burberry, Porsche, Louis Vuitton, LVMH, Luxury State of the Luxury Market 2023 Survey and Luxury Women to Watch 2023

October 20, 2022



*After almost five years, Riccardo Tisci decided to step down as chief creative officer and leave Burberry at the end of September. His spring/summer 2023 collection, presented in late September, was his last for Burberry. Image credit: Burberry*

By LUXURY DAILY NEWS SERVICE

Luxury Daily's live news for Oct. 19:

**Burberry ups UK living wage rates 6 months ahead of deadline**

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British fashion brand Burberry has brought forward by six months the new real Living Wage pay rates in the United Kingdom as defined by the Living Wage Foundation in a move to support its employee base this winter.

**Porsche-backed DesignCar app adds Bugatti, community voting for virtual car designs**

Automotive's foray into digital media to lure car enthusiasts to design and customize cars took a further step with Porsche Digital's DesignCar app-based game offering more options and models including the Bugatti hypercar brand.

**Louis Vuitton fails to prove acquired distinctiveness of white-and-blue Damier Azur pattern in EU**

French fashion label Louis Vuitton has lost a long-running dispute with the European Union over its white-and-blue Damier Azur pattern, failing to convince a top court that its checkered mark was distinctive in 27 countries across the E.U.

**Soaring sales at LVMH prove that luxury consumers are a different breed**

It is a tough time to be in business.

**Invitation to participate: State of the Luxury Market 2023 Survey**

Luxury Daily invites you to participate in the State of the Luxury Market 2023 Survey. All respondents will receive the executive summary of the report, plus a complimentary copy of a new Unity Marketing trend report, "HENRYs in Recession: How Luxury Brands Can Prepare."

## Introducing Luxury Women to Watch 2023

Luxury Daily annually honors smart women executives who show the potential to make a difference next year in the luxury business.

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