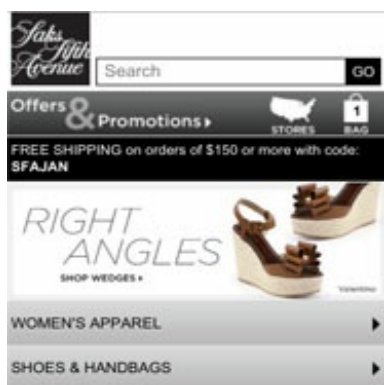


NEWS BRIEFS

Saks, luxury hotels, China and magazine ads – News briefs

February 22, 2012



By STAFF REPORTS

[Saks fourth quarter profit rises on sale of luxury goods](#)

Saks Inc. says its fiscal fourth-quarter net income climbed 48 percent, buoyed by strong sales of handbags, fine jewelry and men's and women's clothing, according to WSJ.

[Click here to read the entire story on WSJ](#)



[How Trump Hotels uses social media](#)

We're entering a new age in luxury hotel marketing. Top-tier hotels are now using Twitter for concierge services, social geo-locating platforms to unlock free gifts, Facebook for customer service and YouTube to showcase unique properties. They are finding new, large and responsive audiences across the social web. No doubt, luxury travel's latest destination is online, according to Pursuitist.

[Click here to read the entire story on Pursuitist](#)

[Brands rush to tap China's Web boom](#)

There are arguably two final frontiers for foreign brands seeking to expand their market share in China: one is smaller cities across the country; the other is the Internet, according to wWD.

[Click here to read the entire story on WWD](#)

Editing as a brand investment

Brand-financed magazines — not glorified catalogs or vanity glossies but serious niche publications with top-notch editors and contributors — became something of a fad during the last decade, according to the New York Times.

[Click here to read the entire story on the New York Times](#)

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