

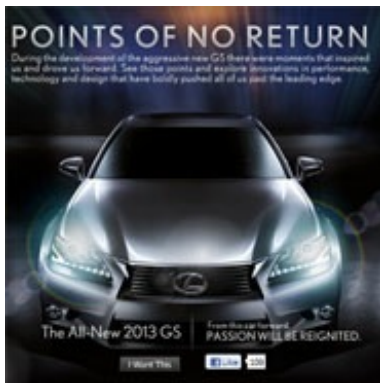
NEWS BRIEFS

## Audi, Lexus, Kenneth Cole and Roberto Cavalli – News briefs

February 27, 2012



By STAFF REPORTS



Lincoln looks to Audi, Lexus for lessons on luxury

For any luxury car brand, one indicator of success is whether customers know the mainstream brand to which it is related, according to the Sacramento Bee.

<http://www.sacbee.com/2012/02/24/4287718/lincoln-looks-to-audi-lexus-for.html#storylink=cpy>

Click here to read the entire story on The Sacramento Bee



Cavalli CEO says Europe luxury market in pain

The European luxury goods market is suffering from weak demand and a credit squeeze,

the chief executive of Italian fashion house Roberto Cavalli said on Friday, according to Reuters.

<http://in.reuters.com/article/2012/02/24/fashion-italy-cavalli-idINDEE81N0H820120224>

Click here to read the entire story on Reuters

Kenneth Cole offers to buy Kenneth Cole

Kenneth Cole wants to own his company outright. The designer offered to buy the shares of Kenneth Cole Productions Inc. (that he doesn't already own) for \$15 a share, according to WWD.

<http://www.wwd.com/fashion-news/designer-luxury/kenneth-cole-offers-to-buy-kenneth-cole-5734633?module=today>

Click here to read the entire story on WWD

P&G to trim \$10 billion in costs

Effort comes as the company faces headwinds, according to WWD.

<http://www.wwd.com/beauty-industry-news/financial/procter-gamble-to-trim-10-billion-in-costs-5733590?module=today>

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