

NEWS BRIEFS

Consumer confidence, Vera Wang and Facebook commerce – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[Consumer confidence rises](#)

The up and down swings of consumer confidence was back up in February, bringing the level close to what it was a year ago.

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[Vera Wang preps for Asian market](#)

Although no deals have been signed, Mario Grauso, president of Vera Wang, confirmed the company's interest in opening freestanding stores in Asia, with boutiques most likely to open in Japan first.

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[So it turns out no one is into Facebook shopping](#)

When Facebook started hyping shopping on the site back in 2010, people were predicting "f-commerce" to become the next major online marketplace, according to Racked.

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