

NEWS BRIEFS

Luxury watches, Marni, BMW, Audi and Louis Vuitton – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[An innovation in luxury watches celebrates long-lost function](#)

For most of the past decade the watch industry has been entranced by the tourbillon's hypnotic revolutions, with brands spinning out the cagey little complication in ever greater numbers and more ingenious ways, according to the New York Times.

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

Marni at H&M launches worldwide

The brand may not have the star power of Versace or the personality of Stella McCartney behind it, but Marni attracted thousands of shoppers from Italy to Korea on Thursday morning for the launch of its one-off collaboration with Hennes & Mauritz, according to WWD.

<http://www.wwd.com/fashion-news/fashion-features/marni-at-hm-launches-worldwide-5784760?browssets=1331245510979>

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

BMW, Audi report record profit margin

It reported a record profit margin, but BMW still wasn't as profitable as its rival Audi. According to a report in Automotive News, BMW booked an 11.8-percent profit margin, up from eight percent last year. Audi, however, managed 12.1 percent, according to Autoblog.

<http://www.autoblog.com/2012/03/08/bmw-reports-record-profit-margin-but-audis-is-better/>

Click here to read the entire story on Autoblog

Louis Vuitton threatens to sue law school over a parodic logo poster

To promote an upcoming symposium on fashion law and intellectual property, the University of Pennsylvania Law School designed some eye-catching posters riffing on Louis Vuitton's iconic logo pattern, according to The Cut.

<http://nymag.com/daily/fashion/2012/03/vuitton-threatens-to-sue-over-parodic-logo.html>

Click here to read the entire story on The Cut

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