

## NEWS BRIEFS

# Dior, Phillip Lim, Tumi and luxury cars – News briefs

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By STAFF REPORTS

Today in luxury marketing:

### [Christian Dior names Simons as couturier](#)

Christian Dior has named Raf Simons its next couturier, and said he would unveil his first collection for the house during Paris Couture Week in July, according to WWD.

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### [Shop Phillip Lim online](#)

The designer's ecommerce site, 31philliplim.com, went live yesterday. In other Lim expansion news, the label plans to open fifteen more stores in China by 2016, which will triple its store count, according to The Cut.

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

### [Tumi seeking as much as \\$319.3 million in IPO](#)

Tumi Holdings Inc., the premium travel-bag company, is seeking as much as \$319.3 million in a U.S. initial public offering, allowing private-equity owner Doughty Hanson & Co. to begin recouping its investment, according to Bloomberg.

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

[Luxury cars buyer at full throttle as heavy import duty fails to deter them](#)

The hike in car prices and heavy import duty have failed to deter luxury cars buyers with automakers looking for aggressive expansion plans to maintain a higher growth this year, according to Business Today.

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

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