

NEWS BRIEFS

Mercedes, Audi, Nanette Lepore and Graff Diamonds – News briefs

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By STAFF REPORTS



Today in luxury marketing:

Mercedes-Benz to pass Audi in sales by 2015, become world's second-biggest luxury car maker

Once the undisputed luxury car king, Mercedes-Benz is attempting a comeback to regain its place as the best-selling premium automaker in the world. And recent figures from Germany suggest that these efforts are beginning to pay off, according to the Daily News.

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

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Nanette Lepore expands in Asia

Nanette Lepore, which just opened its second freestanding store here, is embarking on an

Asian expansion drive with the help of its Japanese partner, TSI Holdings Co., according to WWD.

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

[Graff Diamonds seeks Hong Kong IPO](#)

Graff Diamonds, a high-end jeweller based in London, will seek approval from the Hong Kong stock exchange on Thursday for an initial public offering of as much as \$1 billion, according to Reuters.

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

[Karl Lagerfeld's hotel to feature Frescoes of Baptiste](#)

The hotel released some of Karl's design plans to the Telegraph today, including a series of frescoes starring Baptiste as a toga-wearing, goblet-raising Greek god of sorts, according to The Cut.

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

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