

NEWS BRIEFS

## Hugo Boss, Facebook, Brioni, Barneys and China – News briefs

May 18, 2012



By STAFF REPORTS

Today in luxury marketing:

### [Hugo Boss dresses up its China efforts](#)

German high-end fashion label Hugo Boss AG is cooking up plans to make China one of its biggest markets—just as growth in the country's luxury space appears to be cooling off, according to WSJ.

[Sign up now](#)

[Luxury Daily](#)

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

### [Facebook raises \\$16 billion in record technology offering](#)

Facebook Inc. (FB) raised \$16 billion in the biggest initial public offering by a technology company in history, pricing the shares at the top end of an increased range, according to Bloomberg.

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

### [Brioni sees growth in expanding stores, product categories](#)

The Italian suit maker, which was acquired by the French luxury conglomerate PPR in January, has embarked on a bold plan to bolster its business in areas it has been lacking: company-owned retail, accessories and nontailored men's wear, according to WWD.

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

[Tomoko Ogura is now Barneys' senior fashion director](#)

Ogura, who was previously fashion director of women's Co-op, will now report to Daniella Vitale, chief merchant and executive vice-president, according to The Cut.

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

[On entering the China market, the future of retail and the growing importance of bloggers](#)

The second day of talks at the Asia Fashion Summit in Singapore touched on several important topics, from the best social networking tools to doing business in China, from how Asians perceived luxury to where retail is headed, according to Forbes.

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

---

© Napean LLC. All rights reserved.

Luxury Daily is published each business day. Thank you for reading us. Your **feedback** is welcome.