

NEWS BRIEFS

## Prada, Louis Vuitton, YSL and Mandarin Oriental – News briefs

June 8, 2012



By STAFF REPORTS

Today in luxury marketing:

### [Prada net doubles, warns of increasing risks](#)

Luxury goods maker Prada SpA said Thursday it has confidence in the outlook for 2012, but underlined "the increasing risks deriving from the uncertain international economic environment" as its net profit for first quarter more than doubled from the same period last year, according to Market Watch.

[Sign up now](#)

**Luxury Daily**

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

### [Louis Vuitton so last season for China's super chic](#)

Wealthy shoppers are increasingly turning up their noses at labels they believe have been tainted by the common touch, seeking out understated and exclusive merchandise from the likes of Chanel or Hermes instead. That is becoming a big challenge for designers hoping to cash in on the world's fastest-growing luxury market, per Reuters.

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

### [Jessica Chastain named YSL scent face](#)

The actress is the ambassador of an upcoming new women's scent, called Manifesto,

WWD reports.

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

**Mandarin Oriental targets second-tier China**

Rising high-end consumption and wealth creation in second- and third-tier Chinese cities is not only attracting brands such as Zegna or multi-brand luxury retailers including The Swank, it is enticing some of the world's top hoteliers to go further inland, according to Jing Daily.

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

---

© Napean LLC. All rights reserved.

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