

NEWS BRIEFS

Porsche, Gucci and Restoration Hardware – News briefs

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By STAFF REPORTS



Today in luxury marketing:

[Porsche unveils limited edition 911 Speedster](#)

Another day, another new variant of the Porsche 911. Joining the recently announced 911 Carrera GTS on the company's Paris show stand – to say nothing of the dozen or so other models in the line-up – is the new 911 Speedster, according to Luxist.

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Luxury Daily

[Yachts: The mother of all markets for the financially profligate](#)

Increasingly, luxury goods groups such as Gucci are entering the yachting industry, drawn by the interest ultra-wealthy customers have in goods produced by both industries,

according to Financial Times.

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

[Restoration Hardware plans to go public in 2011](#)

Restoration Hardware plans to raise as much as \$300 million in an initial public offering that would allow its private equity backers to cash in on part of their investment in the U.S. furniture retailer, according to Reuters.

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

[Recession over, but troubles remain on slow road to recovery](#)

Worries about a double-dip recession seem to have faded a bit in recent weeks. Still, there is valid reason for consumers to be cautious about near-term prospects for the economy, according to Advertising Age.

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

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