

NEWS BRIEFS

Mercedes, Hermès, Armani and Nordstrom – News briefs

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By STAFF REPORTS

Today in luxury marketing:

Mercedes aims to oust BMW as top luxury brand

It is one of the most bitter battles in the American automotive marketplace, and it pits two of Germany's luxury automakers in a grab for the brass ring. But this year, Mercedes-Benz is betting it can topple rival BMW to become the best-selling luxury automotive brand in the world's largest high-end market, MSNBC said.

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Has the Hermès Birkin bag lost its appeal?

For all the stories of waiting lists and the \$10,000 price tag, is the Hermès Birkin still the mother lode of handbags when every other woman at lunch is armed with one? Forbes asks.

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

Giorgio Armani to dress Batman

For director Christopher Nolan's Dark Knight trilogy finale, "The Dark Knight Rises," Giorgio Armani reunited with costume designer Lindy Hemming to keep Bruce

Wayne looking suave, dressing the nocturnal superhero in two-button notch-collar suits in charcoal pinstripe or gray glen plaid with the customized label: "Giorgio Armani for Bruce Wayne," WWD reports.

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

[Nordstrom opening at Rideau Centre in Ottawa](#)

Upscale U.S. retailer Nordstrom Inc. is finalizing a move into the Rideau Centre space that will be vacated by Sears Canada, Ottawa Citizen reports.

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

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