

NEWS BRIEFS

Chinese spending, PPR, Yoox and Hugo Boss – News briefs

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By STAFF REPORTS

Today in luxury marketing:

[Luxury watch sales show China failing to secure economic rebound](#)

China's economy, the world's second- biggest, is yet to rebound according to one gauge: sales of the luxury watches that business people give to clients and officials to build commercial relationships, according to Bloomberg.

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[PPR, Yoox team for online retail](#)

The two companies just created a joint venture – 51 percent of which is owned by PPR and 49 percent by Yoox – which will be entirely dedicated to managing mono-brand online stores in collaboration with several PPR luxury brands: Bottega Veneta, Yves Saint Laurent, Alexander McQueen, Balenciaga and Sergio Rossi, The Cut reports.

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[Hugo Boss launching new scent](#)

When it came to the inspiration for its latest women's fragrance, Boss Nuit Pour Femme, Hugo Boss looked to the sartorial world — and Gwyneth Paltrow, said WWD.

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

[London luxury-home price gains slow after sale-tax increase](#)

Luxury-home prices in central London rose at the slowest rate in 21 months in July as buyers were deterred by an increase in sales tax and the possible elimination of a loophole for offshore corporations, reports Business Week.

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

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