

NEWS BRIEFS

## Tod's, rebranding, Ralph Lauren and Instagram – News briefs

August 9, 2012



By STAFF REPORTS

Today in luxury marketing:

### [Tod's posts double-digit growth in half](#)

Tod's Group on Aug. 8 reported a double-digit increase in first-half net income on the back of strong sales at the namesake brand, increased demand for its shoes and bags in the United States and China, and an "improvement" in the group's tax rate, WWD reports.

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### [Before rebranding: 5 questions to gauge your brand health](#)

Brand health is inherently tied to effective branding. Many businesses realize this too late, with a sudden or drastic decrease in market share and brand resonance, according to CommPro.biz.

[Click here to read the entire story on CommPro.biz](#)

### [Luxury worries intensify with Ralph Lauren warning](#)

A weak quarterly report from Ralph Lauren raised the specter of a global luxury slowdown again today, as the company said its operating margin is likely to fall 1.75 percent to 2.25 percent in the current quarter as compared to a year ago. Its fiscal first-quarter EPS

actually beat Street expectations, although revenue was slightly below expectations, per Barrons.

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

[Luxury brands are going where the rich kids are: Instagram](#)

The Tumblr blog that aggregates Instagram photos from the site's most annoyingly wealthy young globe-trotters? It's pretty spot-on, since Instagram is, of course, one of the top mobile applications in general, but it especially appeals to those blessed with disposable income to spend on some of the things are so often photographed and shared in Instagram's sepia tones — cappuccinos, fancy desserts, designer shoes, cocktails, exotic vacation destinations and the like, TechCrunch said.

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